

Nintendo España SA in Toys and Games (Spain)

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Abstracts

Nintendo aims to diversify its business and develop new products in order to reach new markets. Its long-term strategy will see it adapt to the new digital gaming trend through the DeNA agreement, bringing Super Mario and other characters to mobile devices. Moreover Nintendo will release new products and console models as it continues with its strategy of launching engaging software and hardware to cater for users of all tastes and skill levels. This is set to have a positive impact on the...

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