

Nintendo of Europe GmbH in Toys and Games (Germany)

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Date: November 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: NC504657DDCEN

Abstracts

At the core of Nintendo's strategy will continue to be the frequent release of new video games software and hardware to maintain keen consumer interest in a highly dynamic and fast-moving sales environment. The company is expected to release new versions of its static video game consoles Wii and WiiU over the forecast period to defend its position against its main competitors Sony and Microsoft, which took share from Nintendo in 2014, following the release of the highly popular PlayStation 4 a...

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