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# THE ELECTRONIC BULLETIN FROM THE EUROPEAN MARKETING CONFEDERATION

information and activities for marketeers across Europe

## # EMC update

### # Articles by our contributors



## Integrated toys for kids

Stefan Engeseth highlights that the toy industry is right now experimenting how toys can be physically connected with kids' minds. Kids will not use their hands or eyes anymore to play with their future toys.

<u>Unk to the source</u>



