



RaugustReports presents: 15 Licensing Super Trends for 2015 and Beyond

Karen Raugust

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In the context of today's ever-evolving licensing landscape, how can members of the merchandise licensing community position themselves for continued success? RaugustReports Presents: 15 Licensing Super Trends for 2015 and Beyond examines 15 overriding trends that will endure for the foreseeable future, as well as 70 shorter-term developments that reflect and support the super trends. Authored by Karen Raugust, the report offers a snapshot of the licensing business as it stands in early 2015, and serves as a blueprint to help guide licensing executives as they face the future.

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