

Infographic: One Brand Is Good. Two Are Better.

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At a time when shoppers are feeling the pinch of inflation, businesses are doing their best to distinguish their offerings from the competition.

A new report shows collaboration—whether that involves putting a video game character on a birthday card or fast-food restaurant logo on a line of sneakers—remains a viable way to achieve this goal, as licensing deals continue to proliferate around the world.

Last year, global retail sales of licensed merchandise and services increased to \$356.5

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