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The case describes LEGO's gradual rise, rapid decline, and recent revitalization as it is keeping up with a changing market place. Central to LEGO's management model is the ability to find the right balance among growing through innovation, staying true to its core, and controlling operational complexity.

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The LEGO group Case Study Solution Analysing Business Performance To analyse the LEGO group's business performance to exhibit superior performance, the best tool which will be used is PEST.This tool will help in understanding the company' s performance by looking at the impact of political, social, economic, legal and technological factors in the business.

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LEGO Case Solution LEGO has become one of the most successful companies in the toy industry. The case describes the gradual increase of Lego, a rapid decline and recent revival as to keep pace with the changing market.

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TikTok was a short-video sharing app based in China. On November 9, 2017, TikTok's parent company, the Chinese tech company Beijing ByteDance Technology Co. (ByteDance), announced a strategic acquisition of Musical.ly, a popular short-video sharing app based in the United States.

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