

Transformers In Top 10 Products that Boomed During Recession

Contributed by NightViper
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Arm & Hammer Laundry Detergent, Keurig Single-Cup Coffee, Tupperware...And Transformers? Yahoo! Finance has made a list of the top 10 brands that boomed during the recession, and Transformers makes the list! Good and evil are still doing battle, which makes toy maker Hasbro a winner. The company's Transformers action figures have morphed into a franchise that includes two movies, a TV series, video games, comic books, and a wide range of spin-off toys that seem to be recession-proof. A sharp boost in entertainment licensing revenue from Transformers and a related stalwart, G.I. Joe, have helped offset reductions in other parts of Hasbro's earnings statement. Expect the bots to keep battling.

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