



Listen: Hasbro's Chris Cocks on Bloomberg's Odd Lots podcast.

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Hasbro's CEO Chris Cocks joined hosts Tracy Alloway and Joe Weisenthal on their Odd Lots podcast, which explores the most interesting topics in finance, markets and economics.

From MONOPOLY GO! to MAGIC: THE GATHERING, Chris talks about what makes a successful game, building epic franchises like TRANSFORMERS, why he's an AI optimist, and more.

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A screenshot of a Bloomberg article on a tablet. The article is titled "Hasbro CEO on the Toymaker's Digital Gaming Push" and is categorized under "Business | Odd Lots". The sub-headline reads "Moving from Monopoly the board game, to Monopoly GO!, the app". The main image shows a Hasbro Monopoly board game with various pieces and cards. A purple square with a white RSS icon is overlaid on the left side of the tablet. The background of the entire graphic is a dark purple gradient with a white RSS icon on the left. In the bottom left corner, there is a copyright notice: "© 2024 HASBRO".

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