

Volkswagen do Brasil: Driving Strategy with the Balanced Scorecard, Portuguese Version

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5th largest land





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BRAZIL

Brasilia

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Asunción

CHILE

ARGENTINA

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Montevideo

Buenos Aires

Santiago

BOLIVIA

La Paz

PERU

Lima

COLOMBIA

Bogota

GUIANA

SURINAM

Guyane (France)

VENEZUELA

Georgetown

Paramaribo

PACIFIC
OCEAN

ATLANTIC
OCEAN



World's

9th

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largest

economy

Automotive Sector

19% Brazilian industrial

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Automotive Sector

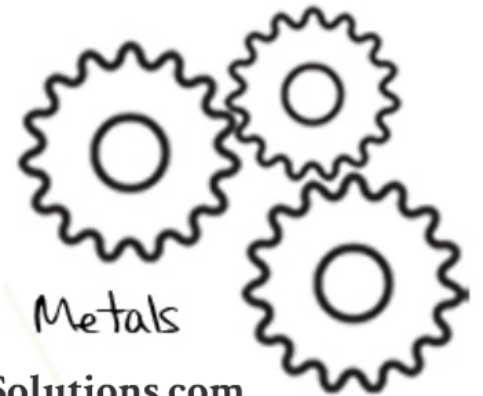
19% Brazilian industrial

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Automotive

Industrial Machinery
& Components



Metals

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**Brazil was the 6th largest producers of
passangers vehicles and the 5th largest
consumer market**

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