


## **Global product development and the role of Brazilian subsidiaries: similar and different realities in the automotive and white good industries**

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**Abstract:** This work aims at analyzing the participation of Brazilian subsidiaries in the global product development process in the automotive and white good industries; more specifically, it evaluates the division of labor into product development activities between headquarters and Brazilian subsidiaries, and verifies what criteria leverages the Brazilian subsidiaries' participation in product activities.

**Keywords:** product development, transnational and subsidiaries

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