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# INNOVATION IN BRAZIL:

## PUBLIC POLICIES and BUSINESS STRATEGIES

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# INTRODUCTION







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# PUBLIC POLICIES

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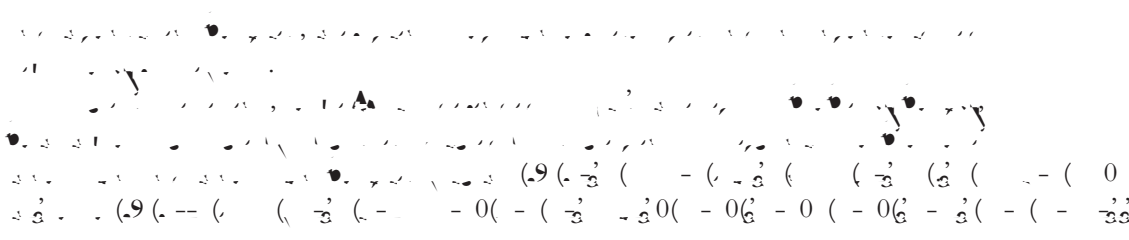




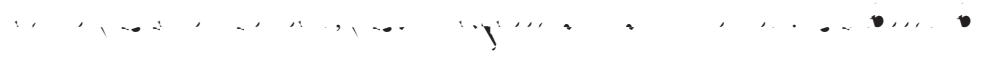
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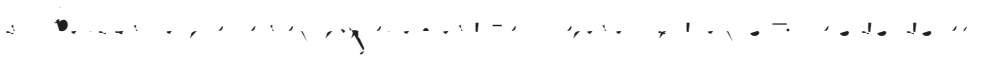


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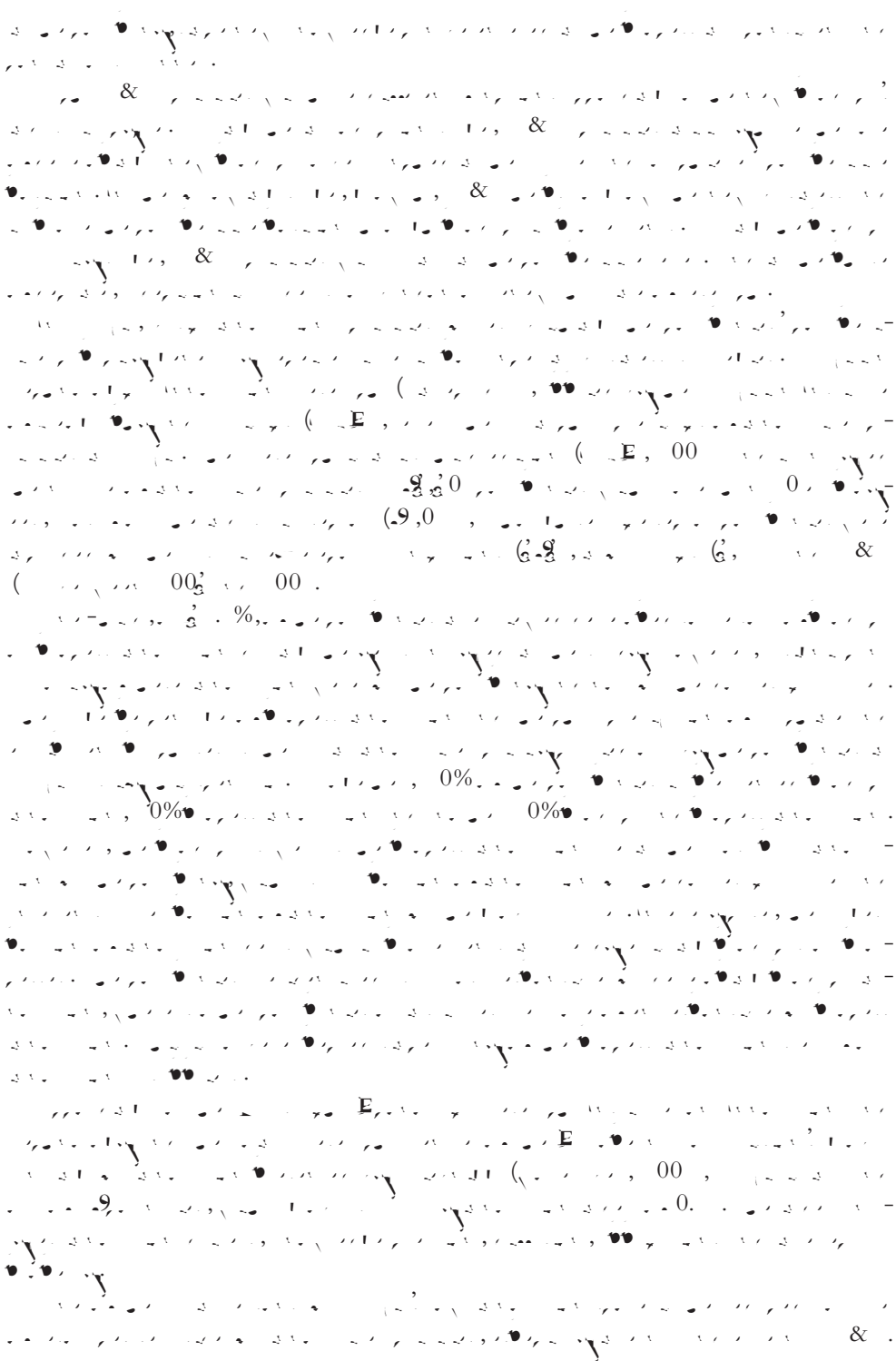








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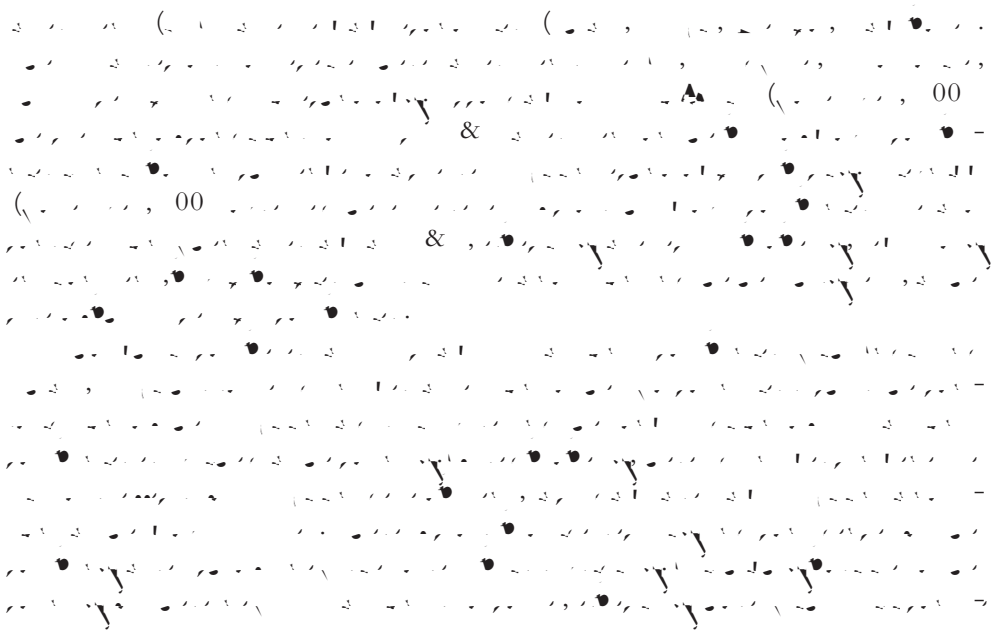
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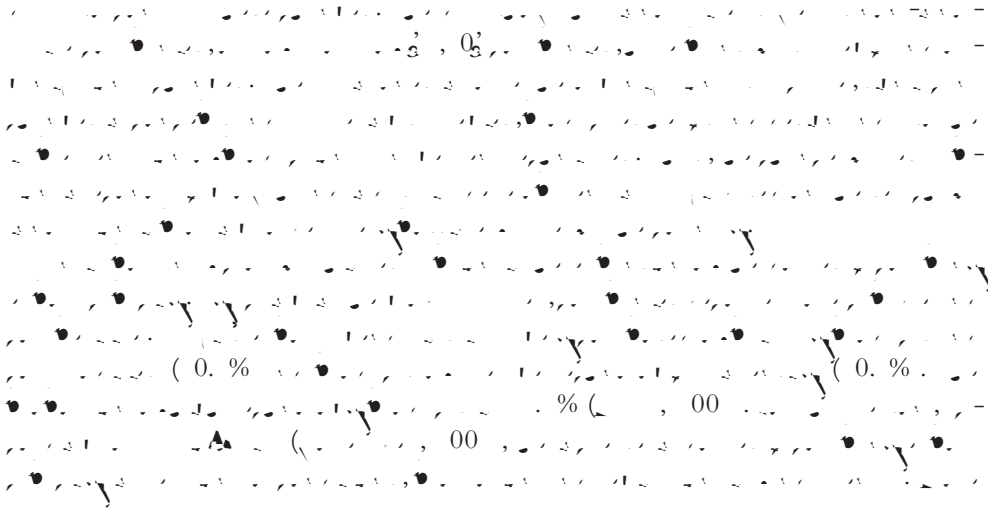
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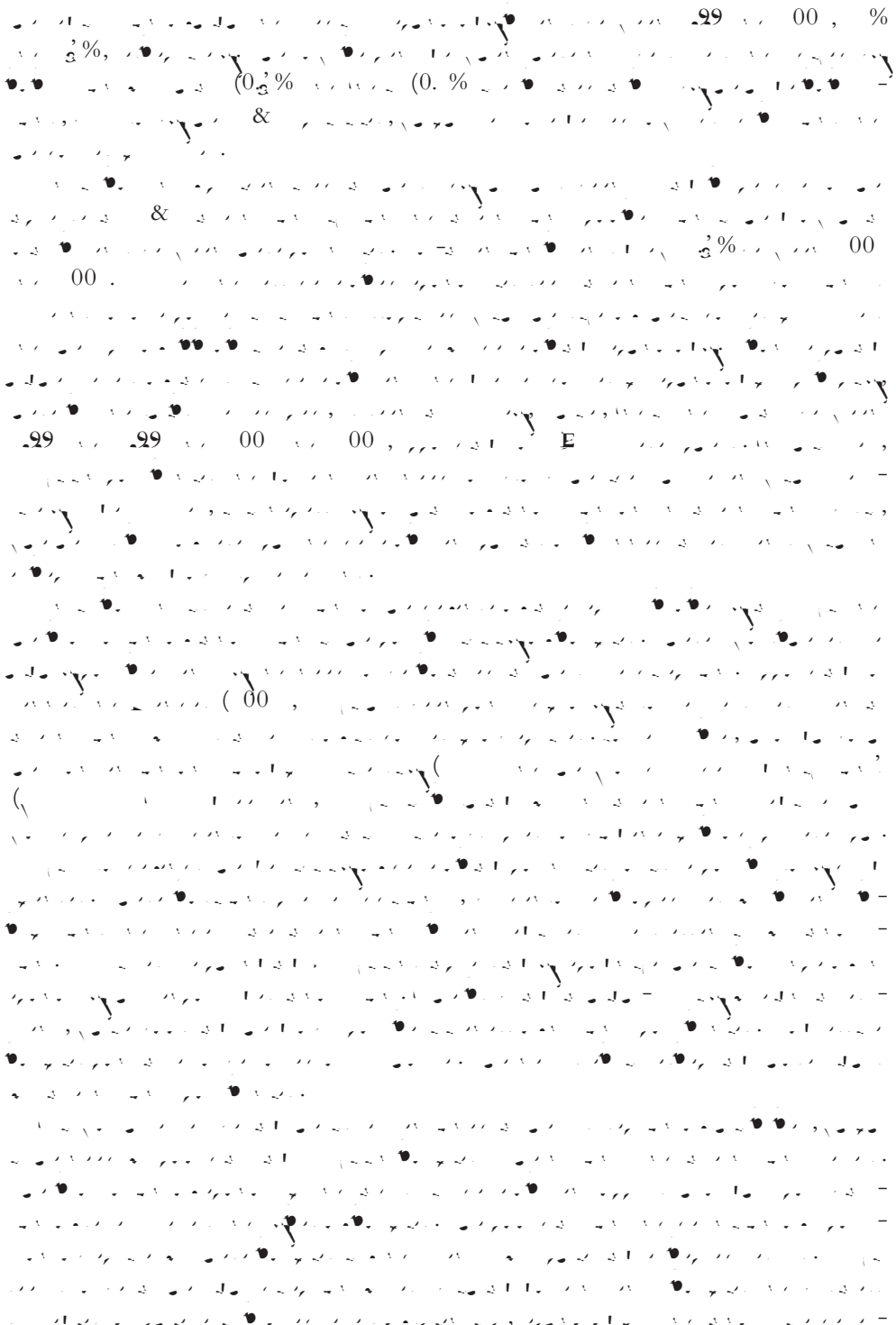




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1. The first part of the document discusses the importance of public policies in shaping business strategies. It highlights how government interventions can create a level playing field and promote sustainable growth. Key points include the role of regulatory frameworks, tax incentives, and infrastructure development in fostering a conducive business environment.

2. The second part of the document explores the impact of public policies on different business sectors. It examines how policies related to labor, environment, and social responsibility can influence corporate behavior and strategic decisions. The text emphasizes the need for businesses to align their operations with public policy objectives to ensure long-term success and social legitimacy.

3. The third part of the document discusses the challenges faced by businesses in navigating complex public policy landscapes. It identifies the need for proactive engagement with policymakers and the importance of staying updated on legislative changes. The text also highlights the role of industry associations and public-private partnerships in addressing common challenges and advocating for business-friendly policies.

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