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Negotiated belief structures and decision performance: An empirical investigation

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Abstract

When a group approaches a decision, each member may hold a schema for the information domain of the issue in question. A negotiated belief structure represents the politically enacted collection of schemata employed by the group in their deliberations. The aggregation of these schemata is marked by two structural propertiesâ€"realized coverage and realized consensus. An examination of 713 product decisions made by 29 firms in a simulated business environment indicates that these structural properties are systematically related to product and firm performance.



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