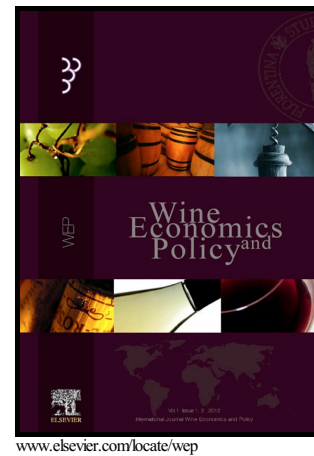


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Causal Attributions of Vineyard Executives – A
Mental Model Study of Vineyard Management

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Abstract

This article contributes a reference of causal attributions made by vineyard executives in Chile, where increasing costs and stagnating prices challenge the vineyards' profits. The investigation was motivated by the question how executives interpret the industry's mid term future and how they reflect on steering their companies. Based on in-depth interviews, causal maps were elaborated to represent the executives' mental models. These are

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