



Direct Science[Direct engagement with scientists/in-house<br/>research publishable in peer-review journals]Indirect Science[use of cat models, inputs from translators<br/>e.g. brokers, consultants]Science not primary[claims experience, 'gut feel',<br/>personal judgement on past<br/>business experience]

- c = organization makes decisions
  dominated by direct science
  - A = organization's decision making has limited input from indirect science