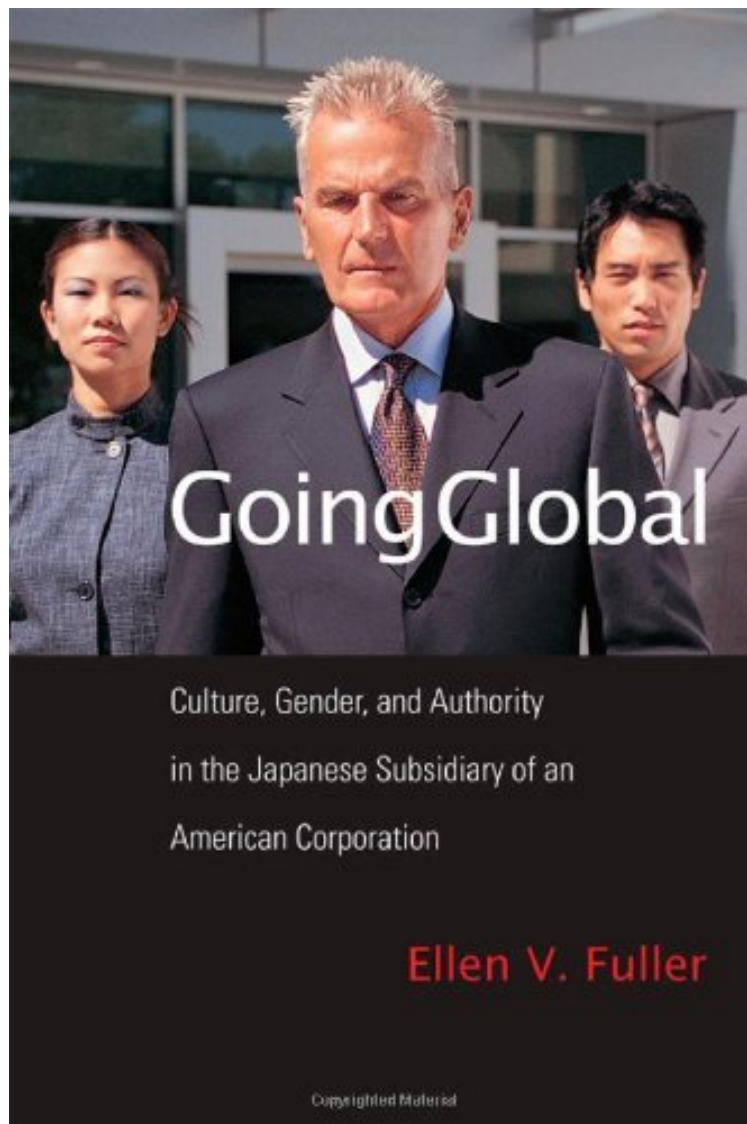


[Download] Going Global: Culture, Gender, and Authority in the Japanese Subsidiary of an American Corporation

Going Global: Culture, Gender, and Authority in the Japanese Subsidiary of an American Corporation

Ellen Fuller

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Ellen Fuller : Going Global: Culture, Gender, and Authority in the Japanese Subsidiary of an American Corporation before purchasing it in order to gauge whether or not it would be worth my time, and all praised Going Global: Culture, Gender, and Authority in the Japanese Subsidiary of an American Corporation:

In this intriguing ethnography, Ellen Fuller investigates how issues of gender and identity as they relate to authority are addressed in a globalizing corporate culture. *Going Global* goes behind the office politics, turf wars and day-to-day workings of a transnational American company in Japan in the late 1990s as employees try to establish a comfortable place within the company. Fuller looks at how relationships among Asians and between Asians and Americans are tested as individuals are promoted to positions of power and authority. Is there pressure for the Japanese to be more "American" to get ahead in business? Do female employees have to subscribe to certain stereotypes to be promoted or respected? How these American and Japanese workers assess one another raises important questions about international business management and human resources.

"*Going Global* is a thorough and interesting ethnographic study of a mainstream US organization in Japan, a context particularly well-suited for addressing the confluence of gender, culture, and authority issues that are its focus. The author's position as a bilingual insider with extensive access both to individuals and to organizational processes gives credibility to the descriptive accounts and confidence in the relevance of the findings. The specific organizational setting also strengthens Fuller's intended interdisciplinary appeal and highlights the rich insights and very real implications for those in similar organizations responsible to hire, develop, and assess managerial employees in foreign operations." —John A. Volkmar, Otterbein College