

<Title>

An Analysis of the Business Behavior of American Jews in Multinationals

Shiro TAKEDA

Professor Emeritus, Yokohama National University

<Abstract>

The cultural diversity of business behaviors intensively appear in the way of thinking of the top management of firms. The formation of business thought has been based on social position conditioned with socio-economic relations. In the cases of American Jews, they have survived through their own occupation as “marginal worker”. This situation has formed their three remarkable attributes. However, these attributes have brought about different business behavior by taking a way of Americanization in existing key industries or developing their own new industries. This paper will try to analyze how Jewish behavior appears in the case of the BD versus HD DVD competition, and suggests that their business characteristics will gradually disappear as the globalization of firms will increasingly evolves.

<Keywords>

multinational enterprise, American Jews, marginal worker, decision making, BD versus HD DVD