



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

Ellen Fuller

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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.

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