

Selling a mint



Photo by Sari Neeman

Erica Baker (left), Libby Stark, and Rachell Bolton, of Brownie Troop 111 in Eugene, sell Girl Scout cookies by the EMU Monday. "We've been hoping to sell cookies for camp," one Brownie mom said. "We've got real good support from college students because they remember what it's like (to need support)."

False images hurt U.S. and Japan

By Shawn Efran
Emerald Contributor

A Japanese businessman and a University professor explained the value of Japanese-American relations in a presentation Monday night that kicked off this week's U.S.-Japan business seminar.

Assistant Professor of Anthropology Samuel Coleman and former Panasonic executive John Kageyama stressed the importance of understanding one another's culture in developing good business relations between the two countries.

Coleman cited false images of Japanese people as a key element in rising tension between the two nations. Many Americans think of Japan as a "well oiled machine" or a nation of unthinking "robots," he said, and false images like these stand in the way of a realistic American understanding of Japan.

Japan bashing by American politicians and media is a dangerous trend, Coleman said. In economic hard times "people are looking around to see what's ailing them," and Japan is an easy target. He warned that this is a dangerous situation, which could eventually lead to another military stand-off with Japan.

Kageyama said problems arise from cultural differences he termed "Japanese groupism" and "American individualism." He said the American proverb "the squeaky wheel gets the grease" contrasted with the Japanese saying "the nail that sticks out gets pounded back in" epitomizes the differences.

American management style revolves around pushing the individual to perform, while Japanese style is oriented toward the group, he said.

The differing styles caused problems for Kageyama when he began working in North America for Japan's Panasonic Corporation. American and Canadian workers did not understand the Japanese tendency toward vague, group oriented managerial instructions. On the other hand, Japanese managers failed to understand the workers need for reassurances and praise, he said.

Both speakers gave personal examples of growth and learning experiences from the other's country. Kageyama said he has learned to praise not only his business associates, but also his family and friends as a result of his exposure to North American management styles. Praise for another's good work is not common in Japanese society, he said.

Kageyama said the 37 Japanese corporate manufacturers in Oregon employ over 2,500 people. Oregon is particularly attractive to Japanese companies looking to move overseas because of the fairly union-free environment, quality of life, reasonable utilities and friendly communities, Kageyama said.

The presentation was the first in a series that will run this week as part of the U.S.-Japan Business Seminar. The International Association of Students in Economics and Commerce and the Japanese Students Organization are co-hosting the event.

HIGHER ED BRIEFS

Esslinger to toss out socks and jocks

Students, faculty and staff who borrow athletic socks and briefs from the Esslinger equipment room are being asked to turn them in for good.

"We've had several different health problems related to socks and jocks," said Cheryl Landauer, Esslinger property specialist.

Contrary to rumors, the problems are not plaguing those who have borrowed these items, but rather the student workers who handle returned clothing. The laundering process makes the clothing safe for the next person who uses them.

Landauer said that during the past few years some of the student workers have developed rashes or cases of ringworm that the University's health center said may have come from their contact with used, dirty socks and athletic briefs.

Because the supply of socks and athletic briefs is

wearing out, Landauer decided to discontinue their use rather than rebuying them.

Items in good shape will be transferred to state surplus; those in poor shape will be cut up and sold as rags.

MBA degree program in nation's top 50

The Master of Business Administration degree program offered by the University of Oregon College of Business Administration's Graduate School of Management ranks among the top 50 in the nation, according to a survey conducted by *U.S. News and World Report*.

The University was one of only seven West Coast schools honored as the best of the 650 graduate schools of business in the United States.

"Our ranking in the top 50 supports the notion that the quality of education we provide our MBA students is widely known and respected," said James Reinmuth, dean of the College of Business Administration.

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