

10 Core American Values

individualism

- belief that each person is unique, special and a “basic unit of nature”
- emphasis on individual initiative
- stress need for independence
- premium on individual expression
- value privacy

equality

- open society that ideally treats everyone equally
- little hierarchy
- informal
- directness in relations with others

materialism

- a “right” to be well off and physically comfortable
- judge people by their possessions

science and technology

- values scientific approaches
- primary source of good
- major factor in change

progress and change

- belief in changing self and country
- “Manifest Destiny”
- optimism -- nothing is impossible

work and leisure

- strong work ethic
- work is the basis of recognition, power.
- idleness seen as a threat to society
- leisure is a reward for hard work

competition

- aggressive and competitive nature encouraged
- Be First (#1) mentality

mobility

- a people on the move
- vertical (social / economic) as well as physical mobility

volunteerism

- belief in helping others (related to equality concept)
- philanthropy admired
- a personal choice not a communal expectation
- involves associations / denominations rather than kin-groups

action and achievement oriented

- emphasis on getting things done
- priority on planning and setting goals
- tendency to be brief and business like,
- practical
- measure results
- focus on function and pragmatism

BSAD 560 Intercultural Business Relations