

innovative forms of rural and urban settlements have always been used by the Zionist leaders as a source of attraction to immigrants, especially Jewish youth interested in experimenting with new styles and forms of life. This applies, though, less to Oriental and more to Western Jews; it explains the immense Zionist effort devoted to publicizing the kibbutz, the moshav, and the Histadrut, emphasizing their utopian aura and egalitarian premises, and hence the potential for young immigrants to participate in the construction of an ideal society.

All the above are basically non-material incentives that have appealed to "Diaspora" Jews in the past.

In the current expansionist phase, Israel occupies by military force territories of three neighboring countries. Therefore, Israel can no longer capitalize on utopian slogans such as the construction of an ideal society to promote Jewish immigration. Further, the Jewish remnants from the age of "egalitarianism", as far as wage policy and workers/management relations are concerned, have been overridden by conditions necessary for promoting the internationalization of capital, specifically as they conflicted with requirements for attracting foreign investment capital. Examples of such requirements are: concentration of capital-large-scale production, and the development of foremanship and other supervisory labor categories for increasing the productivity of labor for capital. All this implies further division of labor in the pursuit of optimization.

Conditions necessary to pave the road for foreign investment, "with the Aliyah objectives in mind," that necessarily undermine the non-materialistic Aliyah incentives of the past, were explicitly advocated by Eli Greenberg and seriously considered by the Ministry of Labor.