

"It is startling and revealing [he writes in 1968] that there is no adequate Hebrew word for "Foreman". Yet the Foreman plays a critical role in the industrial life of most advanced nations....Israeli industry cannot grow rapidly in sophistication without institutionalizing the role of the Foreman. Among the important duties of a Foreman is to help orient the newcomer and to see that he acquires the requisite skill to perform his task as rapidly as possible....The slow development of foremanship in Israeli industry is unusual in light of the fact that the Israel Defense Forces rely heavily on the non-commissioned officer. The industrial Foreman should discharge functions that parallel in many respects those of the non-commissioned officers. If Israeli industry is to grow in scale and sophistication, the growth of foremanship must be speeded." 68

Ginzberg further emphasizes the development of management skills, coupled with liberalization policies, if Israel is to attract foreign entrepreneurs, and if her enterprises are to expand, particularly overseas, and more importantly, to erase the residuals of the egalitarian doctrine; for example, by tying wage increases more closely to productivity gains.

The post-1967 phase, therefore, represents an almost total shift into material incentives for both investment as well as Aliyah. Profitability has become the primary consideration for international subsidiaries to choose Israel as an operation site. Material provisions and benefits have become the primary incentives for Jewish immigration. The quality of housing and employment increasingly determine immigration/emigration trends. Furthermore, the kind of investment that Israel has been trying to attract (mainly in the realm of high technology production and industrial research and development) does predetermine the kind of labor-in-demand; hence comes the emphasis on selective Aliyah of professional and technically trained persons with the United States being the most promising of all potential sources for the supply of Jewish trained manpower in the near future.⁶⁹

As Gitelman points out: