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|  | **A** | **B** | **C** |
| **Possessions** | People | Acquire lots of things | One of a kind objects, Legacies, Pedigrees |
| **Money** | To be used, spent | To be managed | To be conserved, invested |
| **Personality** | Is for entertainment,  Humor highly valued | Is for achievement,  Value stability | Is for financial, political, social connections, Name-droppers |
| **Social Emphasis**  *(who gets invited to the party?)* | Who we like | Invite everyone in defined categories | Gate-keeping (keep out the “riff raff”) |
| **Food** | Quantity is most important | Taste is most important | How it looks is most important |
| **Clothing** | Brand (if possible)  *plus* individual flair | Name brand is most important | Artistic design and quality most important |
| **Time** | The present: live in the moment | The future is most important | The past: traditions, history, decorum |
| **Education** | Valued as an abstract only | Crucial for success | Necessary for making connections |
| **Destiny** | Fate, Not much you  can do to control it | The choices you make will  shape your future | No worries about their future, Must uplift the lower classes, “noblesse oblige” |
| **Language** | Slang, For survival | Can code switch between  slang and formal | Speak standard, formally, all the time,  Is a means for networking |
| **Family Structure** | Tends to be matriarchal | Have been historically patriarchal | Whoever has the money has the power |
| **World View** | Local | National / patriotic | Global / international |
| **Love** | Based on whether you are liked | People love and accept you as  long as you are achieving | People love and accept you as long as you have social standing and connections |
| **Driving Force** | Survival, relationships, entertainment | Work, achievement | Networking, connections |

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