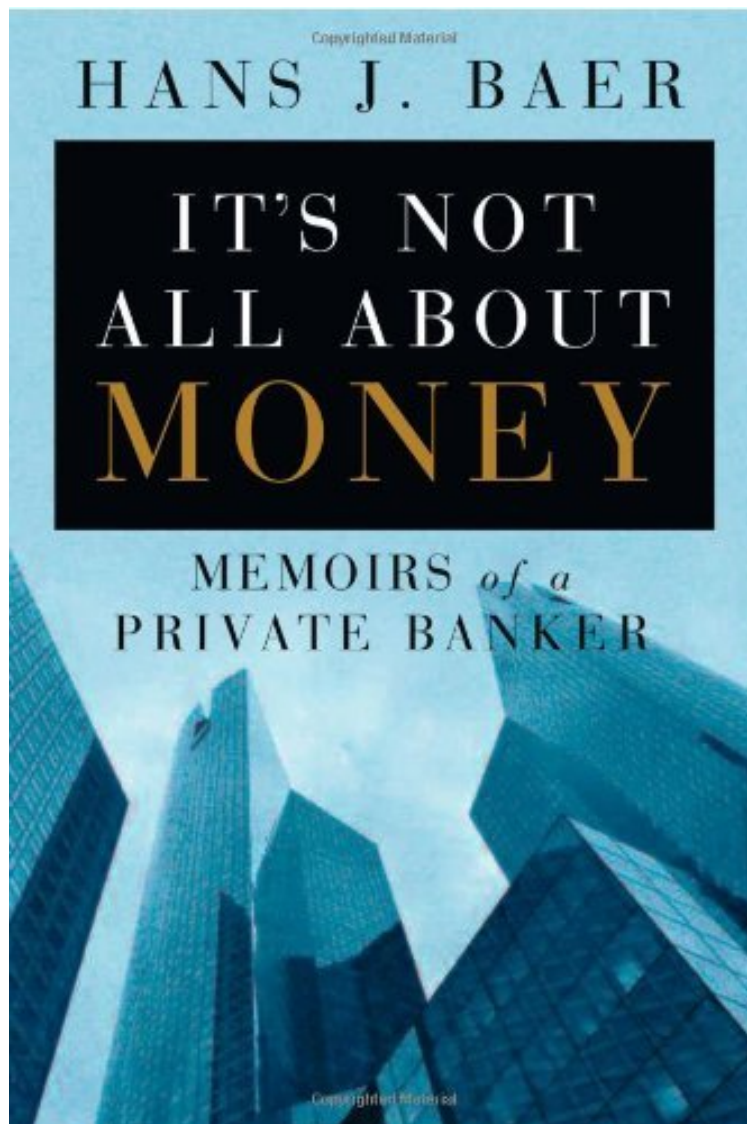


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## It's Not All About Money: Memoirs of a Private Banker

*Hans J. Baer*

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**Hans J. Baer : It's Not All About Money: Memoirs of a Private Banker** before purchasing it in order to gauge whether or not it would be worth my time, and all praised It's Not All About Money: Memoirs of a Private Banker:

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In his memoir, Hans J. Baer reveals the drive and emotions behind one of the most distinguished careers in Swiss banking in the twentieth century. During his almost sixty-year career as manager of the Julius Baer Group, he helped develop it into one of the largest independent wealth managers in Switzerland. When scandal involving the dormant accounts of Jews murdered in the Third Reich rocked the staid and secretive Swiss banking community, Baer brought his leadership and negotiation skills to the table, ultimately helping to form the Volcker Commission. *It's Not All About Money* is the extraordinary story of a high-finance insider. As the title suggests, more than even his prominent career, his devotion to music, art, and philanthropy have been central to Baer's life. He relates his interactions with the Shah of Iran, his friendship with Carnegie Hall savior Isaac Stern, and other luminaries of art and science. Baer shares his intriguing story with humor and humility.

From Publishers Weekly In this surprisingly warm and wise memoir, banker and first-time author Baer recounts his privileged but accomplished life, taking readers from Zurich to New York and back again, with stops around the globe. Following his father's death at the end of 1940, Baer's mother took him and his siblings to America, where he attended private schools, fell in love with New York and, ultimately, made the difficult decision to return to Zurich to follow in his father's footsteps at the family banking firm, the Julius Baer Group. Highly knowledgeable regarding shifting political and economic climates worldwide, Baer's perspective on everything from banking to the 9/11 attacks to music and friendships is clear-eyed and intriguing, especially his honest account of the banking world's reaction to the World Jewish Congress's attempts to win back the assets of Holocaust victims. Though an unremitting cascade of names may frustrate, Baer's account is a smart, personal look at the international challenges of the post-war world, as well as a life lived well through philanthropy, the arts and rich relationships, with a motivational streak that should connect even with those who don't have a successful Swiss financial institution on their side. 32 pages of bw photos. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Hans J. Baer was born in Zurich, Switzerland, in 1927. He graduated from Lehigh University in 1947 with a B.S. and in 1950 received his M.A. in economics from New York University. Baer joined the private banking firm Bank Julius Baer in 1947 and was made a partner in 1960. He became chairman of the board in 1997.