



HANS J. BAER was born in Zurich, Switzerland, in 1927. Soon after his father's death in December 1940, he moved with his mother and siblings to New York City. He graduated from Lehigh University in 1947 with a B.S. in industrial engineering and in 1950 received his M.A. in economics from New York University. In 1997, he received an honorary doctorate from Lehigh. 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 after the retirement of his cousin Nicolas Baer.

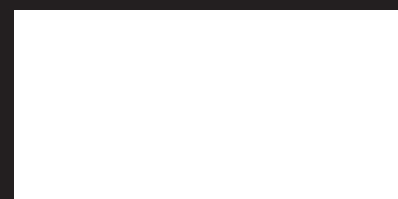


Hans J. Baer enjoys a glass of champagne with Isaac Stern.

Jacket design by Amy C. King

Jacket photograph by Getty Images

BIOGRAPHY/AUTOBIOGRAPHY



www.beaufortbooks.com

HANS J. BAER

IT'S NOT
ALL ABOUT
MONEY

MEMOIRS *of a*
PRIVATE BANKER

IT'S NOT ALL
ABOUT MONEY

MEMOIRS
of a
PRIVATE
BANKER



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.