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# To the editor of the Lehigh Review

Hans J. Baer

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## To the editor of the *Lehigh Review*

HANS J. BAER

*Hans J. Baer is a graduate in Industrial Engineering, class of '47. As an international banker domiciled in Zurich/Switzerland, he now chairs the Global Council of Lehigh University, and as such assists in the process of globalization of Lehigh University.*

Dear Sir,

I am happy and proud to be asked to write you a letter from abroad more than 50 years after my departure from Bethlehem. I am immensely grateful to my Alma Mater for providing me with an education as an Industrial Engineer, which turned out to be an invaluable platform for my career in international banking. Let me say that I subsequently went to NYU for a Masters Degree in Economics. I am still convinced that it was the combination of the two disciplines which turned out to be successful in my case.

I am delighted that Lehigh is now offering a combined MBA/Engineering Degree at a time when globalization takes place not only in the world of business, but also in the world of education. One-sided specialization is full of dangers in a time of questionable concepts like "shareholder value." It is more important than ever to strike a socially, politically, and economically acceptable balance across the parameters of many cultures.

Academia is way behind in providing the necessary educational basis for the international business executive of today. The universities, as we know them, run the danger of becoming irrelevant in our fast developing universe. It is my sincere hope that Lehigh will help to provide the academic leadership which is now required.

I am confident that the important aims of your president and the "four deans" can and will be achieved with the help of all of us in the Lehigh family.

Best regards from Switzerland.

Hans J. Baer