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**Abstract**

Concerned by the suggestion that globalization is bound to erode traditional academic values, the author provides a spirited refutation. For her, now, as much as ever, traditional academic values are required as a means to confront and to tame globalization. Thus, general education, rather than overly specialized education, is needed. So also is the importance of basic research undertaken in universities. Much of the greatness of a country depends upon the level of its achievements in this domain. Transnational education, an aspect of globalization, will lose its threatening aspects if its quality is controlled and measured against traditional academic values. Finally, higher education is, and must remain, a public good. Traditional higher education remains the best creator of human capital. (HRK / Abstract übernommen)