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**From:** Pritzker, Tom <[REDACTED]>  
**Sent:** Monday, January 27, 2014 8:34 PM  
**To:** Joi Ito  
**Cc:** Epstein Jeffrey  
**Subject:** Re: Pearl Initiative

I'd be happy to speak w him. There is a burgeoning legion of academics who =specialize in family businesses all of whom were rubbing Their hands when t=ey saw the out break of our family food fight. If he reads two books he wi=l capture 80% of their pitch. While their are some common learnings, the =ost important is that you need to be skeptical about any common learnings.=Too many variables. My advise to any one facing this issue would be they s=ould go hang out with Jeffrey.

Anyhow I would be happy to talk w him.

Best  
Tom

Sent from my iPad

> On Jan 27, 2014, at 6:42 AM, "Joi Ito" <[REDACTED]> wrote:  
>  
> Hi Tom and Jeffrey.  
>  
> A friend of mine, Badr Jafar, set up this thing called the Pearl Initiative.  
>  
> http://en.wikipedia.org/wiki/Pearl\_Initiative  
>  
> He's basically working on trying to set up best practices to not let comp=nies get messed up when they are being handed down to heirs in Arab famili=s. As part of this, he's focusing on fighting corruption and increasing tr=nsparency. It's based in the UAE.  
>  
> Any chance you guys would be interested in talking to him or know anyone =ho would be a good consultant or academic for them?  
>  
> - Joi  
>  
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