
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 they saw the out break of our family food fight. If he reads two books he will capture 80% of their pitch. While there are some common learnings, the most 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 should 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 companies get messed up when they are being handed down to heirs in Arab families. As part of this, he's focusing on fighting corruption and increasing transparency. It's based in the UAE.

>

> Any chance you guys would be interested in talking to him or know anyone who would be a good consultant or academic for them?

>

> - Joi

>

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