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To: "A. de Rothschild" <[REDACTED]>

Subject: thoughts

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1. you need to choose your fights. and timing too many at the moment.
2. Larry Summers , Ehud Barak and Bill Gates, are available for dinner and advice. The man who founded TED . Saul Wurman, will help coordinate idea generation.
3. Some of the comments received while doing my homework , was that Edmond Bank risked coming in third place , NM known for advice , David known for finance and Edmond known for cheese. (smile)
- 4 Brand issue, unlike hermes there are three other shops with the same exact name l selling different things. (nat's malaysia debacle , not helpful to the brand. This is tricky
5. With brand confusion, either a spinoff or a one category killer product needed. (using your hosting skill for salons ? , special rights for clients? , (access to other luxury resources, , hospitals planes, etc) ,
- 6 I would not focus on charity now. its a crowded field. the needs will always be there and sometime in the future , you will do something truly unique having , more resources to allocate. too much trouble at home to worry about outside

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