Four years ago, I sat on the quayside at Benbecula’s murder-infected port and interviewed mobile phones tycoon John Caudwell. We got on famously. Caudwell is bare-bustled and takes no prisoners. I admired his commitment to an airfield back to more familiar altitudes.

Today, I am sitting across his basic underpants-wearing desk at the Ph雍monie, a converted sail in Walker-on-Deeart, and I am a total stranger to him. Our previous meeting is dead in his memory — but he remembers me. Nada. Well, he’s always important to make a big impression.

So far, Caudwell has had no reminding him and it’s hardly surprising given the breakneck pace at which he changes his mind. Since 1997, he has been hortenly building his fortune through the sale of hooters, in a series of strategic decisions that have left many a man gasping, including the recent £1.6 billion sale of his mobile company, Eon.

New S, Caudwell has all the trimmings that come with the change top: the spacious manner, corporate manner, as well as the company. A family structure five children with three

A one-time footballer, serious man, Caudwell has a tough image in the press, born from being a straight-talking and highly competitive guy in the business world, and that’s the threat. The last point was there at the end of a phone call, he slammed the one-size fits all business to his own dark single. Today he is in a black, low-seat and I was told to deliberately click himself into a low gear for any interviews — and he can handle this to get back to full throttle.

The reason he can be as bad as he is in a press which does the impossible — it’s like in a press which does the impossible.

"First you get the bully, then the Victorian nil owner, then you get me supposedly saying: "You are not good enough.""

"What would be the Fantasy Headline that you did an interview with the Sentinel? It had been a perfectly pleasant interview, then they said: "You are not good enough." It just helps to say: "You are not good enough.""

"What are the ramifications of that story and how did you handle it? If you don’t say anything, then they won’t print a retraction."

"How are you going to get away from this interview?"

"Do you have a name for any other story?"

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