Sir Richard Branson is the tycoon behind the Virgin empire of trading, phones, mobiles and Virgin Atlantic. As the interview goes on, he’s even on course to take the first tourists there — well, into space, at least — with Virgin Galactic. If Branson is a gifted businessman, then he is also a master of publicity. Now 59, his endless publicity has won him grinning out at us from the tabloids and broadcasts alike for more than 30 years. If you believe these self-servings, this most successful of self-made men is one of the world’s most successful entrepreneurs.

Branson calls me at my home office in London from his office in Necker, his own paradise in the Caribbean archipelago. That fact alone perfectly suits the man: how else would you describe the legendary entrepreneur? Branson is out of the ordinary, or should I say out of the box? He’s even a sort of a philosopher. His billboard slogan reads: “”Is it possible? Let’s try it.”

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Branson has always tried to keep his family life out of the press, so it would be anything about my family.

What question would you never answer?

When I was asked about my marksmanship, I said that I had no idea how many times I had shot a target. I don’t think I ever asked anyone else to do something that I couldn’t do.

What would be the Fantasy Headline involving a Virgin? A Virgin plane. It got enormous worldwide publicity. A mass-market paper is more important to us than the Sunday Times. It backfired. We had a few years of this. It’s an interesting question, but I think it does show that we are more interested in other ways of getting messages across. However, if you ask me, I think it’s too much energy. The press and the media are vital for us in order to fight back and I think they should be kept under attack. The press and the media are vital for us in order to fight back and I think they should be kept under attack.

What is the long-term outlook for newspapers as a business? For a network that should be global in its thinking. I keep in touch through the BBC, and I think Sky News? I also check boring things such as oil and currency matters, but on subjects that are important to me, I would like to comment. My answer was — I wish.

I have just had the news of the world on saying it is plotting against me. I have just had the news of the world on saying it is plotting against me. I have just had the news of the world on saying it is plotting against me. I have just had the news of the world on saying it is plotting against me. I have just had the news of the world on saying it is plotting against me.