The rise and fall of Polly Peck

Britain's most successful share of the 1980s succumbed to the first year of the new decade. FT writers tell the story of Polly Peck's voyage from obscurity to riches, which ended in administration earlier this week.

Quite literally, Bacon and egg sandwiches from the kitchen in the morning, then lunch at the staff canteen, followed by dinner back at the office in the evening. Mr Nadir was a sleeping partner in the company's success story. He was not the owner, but the man who had taken the gamble that the company would be a success. His name is simply a byword for success. He was the one who decided when to buy the company. He was the one who negotiated the loan. He was the one who sold the company.

Mr Nadir came to believe his own success and the success of Polly Peck was a result of a single individual. He was the one who brought together the various pieces of the company's success story. He was the one who built the company's success story. He was the one who brought new shareholders into the company. He was the one who brought new customers into the company.

But what was the secret of Polly Peck's success? The secret was in the company's ability to attract and retain customers. The secret was in the company's ability to attract and retain shareholders. The secret was in the company's ability to attract and retain employees. The secret was in the company's ability to attract and retain suppliers. The secret was in the company's ability to attract and retain customers.

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