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The biggest miscreant



O2 CR is to Petr Kellner what Stork's Nest is to Andrej Babiš. Few people understand how Babiš took over Petrimex, Lovochemie or Kostelecké uzeniny, but everyone understands how he skirted the law to get Kč 50m in subsidies for his best idea ever. Few people understand asset-stripping at EZ Praha, churning at coupon companies or the diverting of technical reserves at Česká pojišťovna, but everyone understands blatant overcharging for data that was never ordered or preying on defenseless grandmothers. Moving into retail might have been a business necessity for Kellner, but it exposed his real nature to all, just as moving into politics did with Babis. Kellner is a shark of the robber-baron variety, and it is his bad luck that sharks have been given an even worse name in Czech by unscrupulous sellers of pots and pans. It is a PR disaster when representatives of the ČTÚ regulatory body go on TV and call the mobile operators "miscreants" (šmejdi) and say that O2 is the worst of all. Kellner will be the richer for applying his wellhoned skills to O2, but people will spit when they hear his name.

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