



Baghdad Business School: The Challenges of a War Zone Start Up (Eye Classics)

Heyrick Bond Gunning

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The realities of a business start-up in a war-torn Iraq—it's not like this at Harvard

Heyrick was on the first civilian plane into Baghdad after the airport had been secured. Armed with a camp bed, some baked beans, and a wallet full of greenbacks, his mission was to establish a foothold for one of the world's largest logistics businesses in one of the world's most inhospitable markets. This book charts the challenges, the characters, the comedy, and the catastrophe of trying to do business in a war zone. It also provides a unique perspective on the Iraq conflict; not of another journalist, soldier, or politician but of a businessman with unusual balls.

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