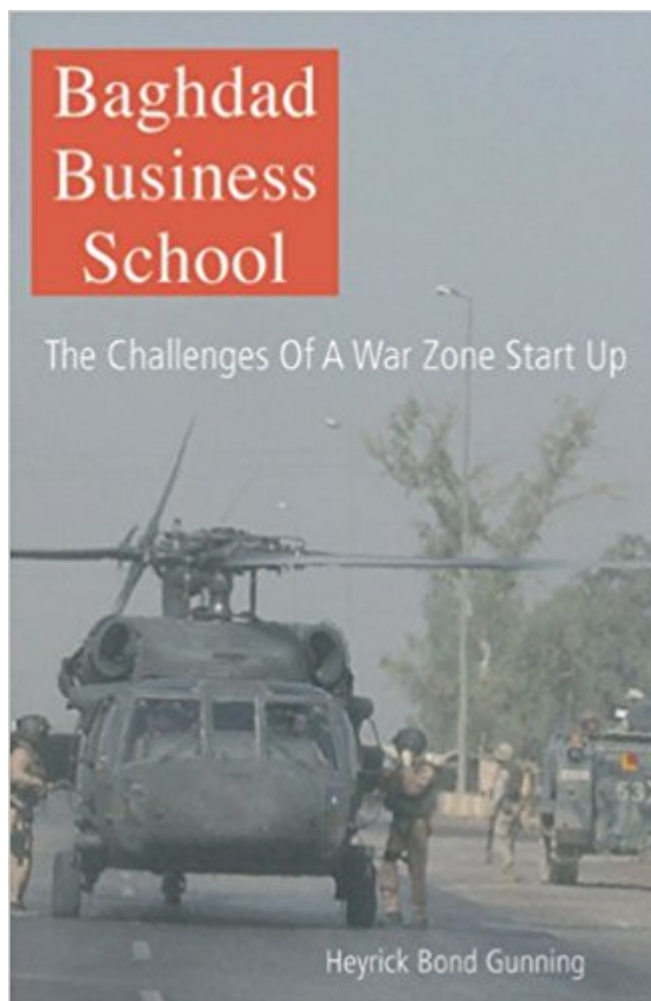


The book was found

Baghdad Business School



Synopsis

Documenting the author's flight on the first civilian plane into Baghdad after the airport had been secured, this unusual account details one man's mission to establish a foothold for one of the largest logistics businesses in one of the world's most inhospitable markets. Recounting his arrival in the Middle East armed with a camp bed, some baked beans, and a wallet full of money, this recollection charts the characters, comedy, and catastrophe of attempting a business deal within a war zone. Providing a unique perspective on the conflict in Iraq, this chronicle depicts the real-life adventure of a professional with uncommon courage.

Book Information

Paperback: 200 pages

Publisher: Eye Books (September 1, 2004)

Language: English

ISBN-10: 1903070333

ISBN-13: 978-1903070338

Product Dimensions: 5.2 x 0.6 x 7.8 inches

Shipping Weight: 8 ounces

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Customer Reviews

"He vividly describes how it feels to be thrown in at the deep end." — Economist
"Amusing and very brave." — Forbes Magazine

Heyrick Bond Gunning is the managing director of Salamanca Risk Management, advising companies that are looking to do business in difficult environments, particularly the Middle East. He previously consulted to DHL for a year in Iraq, flying into the country the day the second Gulf War ended and setting up a business with annual revenues in excess of \$70 million. He served five years in the British Army, which included operational tours in Northern Ireland and the Balkans.

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