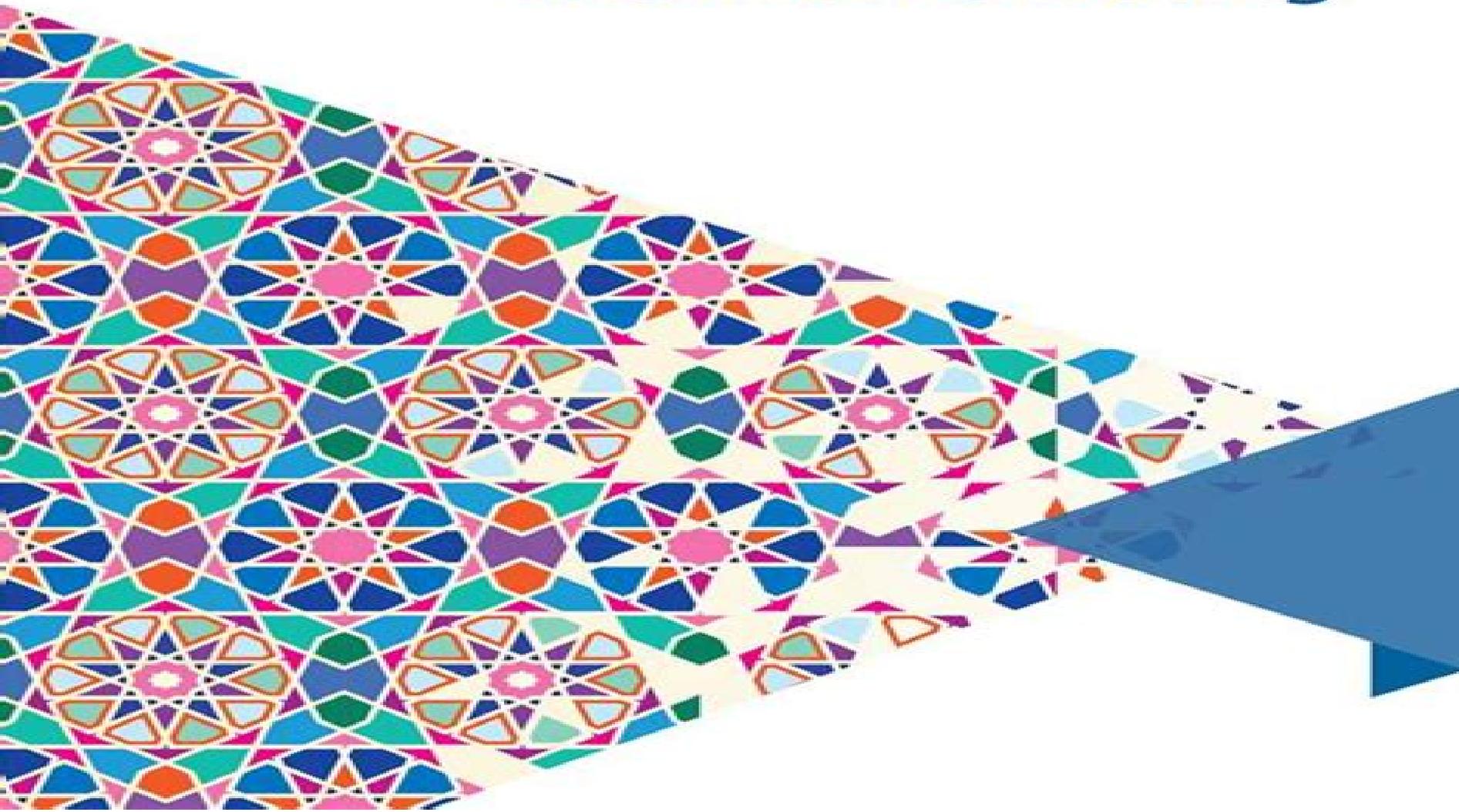




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1 Islamic Marketing An Introduction And Overview

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Handbook of Islamic Marketing Özlem Sandıkcı, Gillian Rice, 2011-01-01 This is an especially timely publication given the current metamorphosis of politics in the Middle East and North Africa zlem Sandıkcı and Gillian Rice are to be congratulated for having sensed the need for a Handbook that will alert marketers to the vast market opportunities offered by Muslim consumers It is essential to become attuned to the values and principles of Islamic cultures that will drive consumption product and service choices brand preference and brand loyalty in coming years The scholars who have contributed to this Handbook come from many different backgrounds to offer a kaleidoscope of research and recommendations on how best to serve this previously overlooked segment of consumers who make up a quarter of world markets Lyn S Amine Saint Louis University US This ambitious and timely collection will be enormously valuable to readers in the practice and study of the growing field of Muslim marketing and branding Essays range expertly across key sectors notably finance food and fashion and territories of Muslim majority and minority population Contributors elaborate the diversity of Muslim experiences beliefs and practices that must be taken into account by marketing professionals seeking to exploit this newly recognized market Academic authors provide helpful postscripts for marketers making clear the links between their nuanced historicized understanding of contemporary transnational global and local forms of Muslim identity and practice This book provides an essential guide to those who study and those who participate in Muslim branding and marketing Reina Lewis London College of Fashion UK The Handbook of Islamic Marketing provides state of the art scholarship on the intersection of Islam consumption and marketing and lays out an agenda for future research The topics covered by eminent contributors from around the world range from fashion and food consumption practices of Muslims to retailing digital marketing advertising corporate social responsibility and nation branding in the context of Muslim marketplaces The essays offer new insights into the relationship between morality consumption and marketing practices and discuss the implications of politics and globalization for Islamic markets This comprehensive Handbook provides an essential introduction to the newly emerging field of Islamic marketing It is invaluable for researchers and students in international marketing who are interested in the intersection of Islam and marketing as well as those from anthropology and sociology studying Muslim consumers and businesses The book also supplies vital knowledge for Muslim and non Muslim business leaders generating commerce in Islamic communities

Islam, Marketing and Consumption Aliakbar Jafari, Özlem Sandıkcı, 2016-01-13 In recent years a critically oriented sub stream of research on Muslim consumers and businesses has begun to emerge This scholarship located both within and outside the marketing field adopts a socio culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets This book seeks to reflect various unheard and emerging critical voices from within the Muslim world and provide a series of critical insights on how if and why Islam matters to marketing theory and practice It questions the existing assumptions and polarising discussions which underpin the portrayal

of Islam as the other of Modernity while acknowledging that Muslims themselves are partially responsible for creating stereotyped representations of Islam and the Muslim This wide ranging and insightful collection will advance emerging critical perspectives and provide new insights that will influence the generation and application of knowledge in the context of Muslim societies It will open up fresh conversations for scholars in marketing as well as the broader humanities and social sciences

Islamic Marketing and Branding T. C. Melewar, S. F. Syed Alwi, 2017-12-06 Islamic Marketing and Branding Theory and Practice provides a concise mix of theory primary research findings and practice that will engender confidence in both students and practitioners alike by means of the case study included in each chapter Through three main parts Branding and Corporate Marketing Religion Consumption and Culture and Strategic Global Orientation this book provides readers from areas across the spectrum covering marketing organisational studies psychology sociology and communication and strategy with theoretical and managerial perspectives on Islamic marketing and branding In particular it addresses Insights into branding and corporate marketing in the Islamic context An introduction to Islamic consumption and culture rules and regulations in brands and consumption in Islamic markets An identification of how the strategic global orientation of the Islamic approach is practised and how it works in different Islamic countries such as emerging countries Readers are introduced to a variety of business and management approaches which once applied to their business strategies will increase their chances of successful implementation Addressing both theoretical and practical insights this book is essential reading for marketing and branding scholars and students as well as CEOs brand managers and consultants with an interest in this area

Islamic Business Administration Minwir Al-Shammari, Mohammad Omar Farooq, Hatem Masri, 2020-03-13 This essential textbook provides a comprehensive introduction to the Islamic business environment exploring core concepts and practices in business administration from an Islamic perspective Thorough and accessible it covers the full range of Islamic business including entrepreneurship ethics organizational culture marketing finance and decision making Taking an integrated approach that aligns contemporary business practice with traditional Islamic literature the book offers an engaging exploration of the key ways in which business activities can be organised to align with Islamic norms rules and regulation Developed from the teaching practice of an international range of leading scholars in the field Islamic Business Administration includes topical case studies practical business scenarios and comparative features encouraging students to place their understanding of Islamic business within the wider global business context and to understand its practical implementation This is an invaluable companion for students studying a module in Islamic business or management at undergraduate postgraduate and MBA level It is also suitable for students of Islamic finance or banking looking to place their learning in the wider context of Islamic business

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