

Handbook of Islamic Marketing

Edited by Özlem Sandıkcı and Gillian Rice



Handbook Of Islamic Marketing Elgar Original
Reference By Zlem Sandikci 2013 06 3

Özlem Sandıkçı, Gillian Rice



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Handbook of Islamic Marketing Özlem Sandıkçı, 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 Sand kc 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, Consumption and Marketing Ozlem Sandikci, Güliz Ger, 2011 Islam and marketing are two terms that until recently seldom came together Yet today there is a burgeoning interest both in academic and practitioner circles in understanding Muslim consumers and devising marketing strategies and practices that will enable companies to reach what is now considered to be a highly attractive market segment This paper evaluates the developments underlying this interest and offers a critical analysis of Islamic marketing and its emergence as a field of inquiry The authors seek to shift the academic and managerial attention from a preoccupation with difference to a

more critical situated and dynamic engagement with Muslim consumers and businesses and outline a perspective for future research that is more sensitive to the complexities and contextualities of Muslims and their consumption and marketing practices The paper concludes by discussing various managerial and policy implications of the authors perspective

Reviewing **Handbook Of Islamic Marketing Elgar Original Reference By Zlem Sandikci 2013 06 3**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Handbook Of Islamic Marketing Elgar Original Reference By Zlem Sandikci 2013 06 3**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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