



WHAT'S ISLAMIC MARKETING?

With a global population of 1.7 billion Muslims, the Muslim consumer market is valued at \$2.6 trillion annually. The halal food market alone is worth \$661 billion a year. With this in mind, many companies are interested in expanding their product market to include more Muslims.

But what is Islamic marketing? We define it as creating connections with Muslim audiences in an appropriate and respectful way, after establishing a strong understanding of their values. This allows organizations to build their brand in an inclusive way. If you're selling products to the global market at large, remember that Muslims are as diverse as any other group, and may have different languages, cultures, lifestyles, and ways of practicing their religion in different countries. For this reason, there may be difficulties in reusing the same marketing communications targeting Muslim consumers across different markets.

1 Islamic Marketing An Introduction And Overview

CH Cherryholmes



1 Islamic Marketing An Introduction And Overview:

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. Özlem Sandıkçı 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 Sandıkçı, 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

Islamic Marketing Strategy Saad Al-Harran, 1994 **Marketing across cultures with a focus on Islamic Marketing** Sanja Hajdarpasic, 2015-06-08 Bachelor Thesis from the year 2014 in the subject Communications Public Relations

Advertising Marketing Social Media grade A Oxford Brookes University course Islamic Marketing language English abstract

Due to the acceleration of globalization and enormous growth of Muslim population interest in Islamic marketing increased significantly in the past years The study of this dissertation aims to investigate to what extent Islam as a religion affects marketing and its components It was hypothesized that Islam affects marketing in Islamic markets significantly depending on the country and on the specific industry The author intends to fill in a research gap in this area by narrowing its focus on the promotional strategy of products and services in Islamic markets The conclusion of the study is based on evaluation of primary and secondary research data The outcome of the study showed that Islam indeed has meaningful impact on the business issues generally particularly on the marketing Marketers and companies should bear in mind the existing distinction between certain industries and countries as Islam does not affect all of them equally *American Book Publishing Record*,2007 **Global Marketing Strategies** Jean-Pierre Jeannet,Hubert D. Hennessey,2001 Catalog of Copyright Entries, Third Series Library of Congress. Copyright Office,1978 Includes index **PAIS Bulletin** ,1922 **Public Affairs Information Service Bulletin** ,1922 **Bulletin of the Public Affairs Information Service** Public Affairs Information Service,1927 **Catalog of Copyright Entries. Fourth Series** Library of Congress. Copyright Office,1980 *Cumulated Index to the Books* ,1906 A world list of books in the English language *Library Journal* Melvil Dewey,Richard Rogers Bowker,L. Pylodet,Charles Ammi Cutter,Bertine Emma Weston,Karl Brown,Helen E. Wessells,1925 Includes beginning Sept 15 1954 and on the 15th of each month Sept May a special section School library journal ISSN 0000 0035 called Junior libraries 1954 May 1961 Also issued separately The United States Catalog ,1908 *The Cumulative Book Index* ,1908 A world list of books in the English language **The Monthly Cumulative Book Index** ,1907 *Bibliographic Guide to Law* ,1990 Paperbound Books in Print ,1969

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