Handbook Of Islamic Marketing

Özlem Sandikci, Gillian Rice

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Description

'This ambitious and timely collection will be enormously valuable to readers in the practice and study of the growing field of Islamic 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

Contents


Further information

'This is an especially timely publication, given the current metamorphosis of politics in the Middle East and North Africa. Özlem Sandikci 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

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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.

Full table of contents

Contents:

1. Islamic Marketing: An Introduction and Overview
   Özlem Sandikci and Gillian Rice

PART I: MORALITY AND THE MARKETPLACE
2. Islamic Ethics and Marketing
   Abbas J. Ali
3. Fatwa Rulings in Islam: A Malaysian Perspective on their Role in Muslim Consumer Behaviour
   Nazlida Muhamad
4. Investment, Fashion and Markets in the Muslim World
   Alexandru Balasescu

PART II: MUSLIM CONSUMPTIONSCAPES
5. Gender and Privacy in Arab Gulf States: Implications for Consumption and Marketing
   Russell Belk and Rana Sobh
   Fatma Smaoui and Ghofrane Ghariani
   Elizabeth C. Hirschman and Mourad Touzani
8. Lifestyles of Islamic Consumers in Turkey
   Yonca Aslanbay, Özlem Hesapçı Sanaktekin and Bekir Agirdir
9. The Impact of Islam on Food Shopping and Consumption Patterns of Muslim Households
   Hayiel Hino
10. Understanding Preference Formation of Functional Food Among Malaysian Muslims
    Siti Hasnah Hassan

PART III: MARKETING PRACTICES
11. Market-orientation and Islamic Business Practices in Malaysia
    Raja Nerina Raja Yusof, André M. Everett and Malcolm H. Cone
12. An International Marketing Strategy Perspective on Islamic Marketing
    Sonja Prokopec and Mazen Kurdy
    Kenneth Beng Yap
14. Market Segmentation and Buying Behaviour in the Islamic Financial Services Industry
    Rusnah Muhamad, T.C. Melewar and Sharifah Faridah Syed Ali

PART IV: GLOBALIZATION, POLITICS AND RESISTANCE
15. Customer-based Brand Equity of Islamic Banks in Bahrain: An Empirical Investigation
    Omneya Mokhtar Yacout and Mohamed Farid ElSahn
    Siti Hasnah Hassan
17. The Future of Islamic Branding and Marketing: A Managerial Perspective
    Paul Temporal

18. The Arab Consumer Boycott of American Products: Motives and Intentions
    Maya F. Farah
19. Moments of Departure, Moments of Arrival: How Marketers Negotiate Transnationalism in Muslim Markets
    Chae Ho Lee and Jennifer D. Chandler
20. Cultural Diplomacy and the United Arab Emirates: The Emergence of a Sovereign Wealth Fund Nation on the International Art World Stage
    Rula Al-Abdulrazak and Derrick Chong

PART V: THE FUTURE
21. The Future of Islamic Marketing as a Managerial Perspective
    Alex Treadwell
22. The Future of Islamic Branding and Marketing: A Managerial Perspective
    Paul Temporal
24. Islam, Consumption and Marketing: Going Beyond the Essentialist Approaches
Özlem Sandikci and Güliz Ger

Index