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Strategic Islamic Marketing Springer Nature

This book presents selected chapters from the proceedings of the 12th Global Islamic Marketing Conference (June 2021). The chapters provide an up-to-date overview of research and insights into Islamic business practices in general and Islamic marketing strategies in particular. Papers include topics such as understanding Muslim consumer behavior, services marketing, implications and implementation of Halal business practices, social media marketing, ecommerce strategies, and overall business strategy. This book is helpful for researchers interested in the specialties of the topic and also for business consultants who wish to have an in-depth understanding of doing business in Islam-oriented regions.

Advances in Islamic Finance, Marketing, and Management
 Springer Nature

Place branding is often a response to inter-place competition and discussed as if it operated in a vacuum, ignoring the needs of local communities. It has developed a set of methods – catchy slogans, colourful logos, ‘star-architects’, bidding for City of Culture status etc. – that are applied as quick-fix solutions regardless of geographical and socio-political contexts. Critical views of place branding are emerging which focus on its unexplored consequences on the physical and social fabric of places. These more critical approaches reveal place branding as an essentially political activity, serving hidden agendas and marginalizing social groups. Scholars and practitioners can no longer ignore the need for more responsible and socially sensitive approaches to cater for a wider range of stakeholders, and which fully acknowledge the importance of resident participation in decision-making. The contributions in this innovative book set out to introduce new critical ways of thinking around place branding and practices that encourage it to be more inclusive and participatory. It will be of interest to researchers and advanced students of branding, critical marketing, and destination marketing as well as critical tourism and environmental design.

Lifestyle Journalism Cambridge Scholars Publishing

In today’s increasingly connected business world, there is new pressure for local brands to go global, and a need for already global corporations to cater to new audiences that were previously ignored. Islamic Perspectives on Marketing and

Consumer Behavior: Planning, Implementation, and Control brings together the best practices for entry and expansion of global brands into Islamic countries. This book is an essential reference source for professionals looking to incorporate the laws and practices of Islam into the global presence of their company and presents a cutting edge look at worldwide retail for marketing researchers and academics.

Postcolonial Marketing Communication SR PUBLISHER

The West has seen the rise of the organic movement. In the Muslim world, a similar halal movement is rapidly spreading. Malaysia is at the forefront of this new global phenomenon. Examining the powerful linkages between class, consumption, market relations, Islam and the state in contemporary Malaysia, this is the first book to explore how Malaysia’s emerging Malay middle class is constituted through consumer practices and Islamic revivalism. By exploring consumption practices in urban Malaysia, this book shows how diverse forms of Malay middle-class consumption (of food, clothing, and cars, for example) are understood, practiced, and contested as a particular mode of modern Islamic practice. It illustrates ways in which the issue of “proper Islamic consumption” for consumers, the marketplace, and the state in contemporary Malaysia evokes a whole range of contradictory Islamic visions, lifestyles, and debates articulating what Islam is or ought to be.

The Marketization of Religion Routledge

This book combines sociological theorising with studies on the Middle East and Islam. The diversity of modernities that can be observed in our world is linked to the claim of living in a global modernity, in a world society. The book underpins this claim with numerous excursions into Islamic history. It criticises the view that modernisation can be equated with westernisation and considers different projects of specifically Islamic modernities as integral parts of world society. From this perspective, the study contributes to the “provincialisation” of European history in contemporary social scientific thought. Contrary to the theories of postcolonialism associated with the call for the provincialisation of Europe, however, this book adheres to essential traditions of classical sociology. It thus aims to make a contribution to the social theoretical discussion on modernity, which is empirically underpinned with the help of data from the history of the Middle East and Islam. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.

Brand Islam UNIDA GONTOR PRESS

Islamic Branding and Marketing: Creating A Global Islamic

Business provides a complete guide to building brands in the largest consumer market in the world. The global Muslim market is now approximately 23 percent of the world’s population, and is projected to grow by about 35 percent in the next 20 years. If current trends continue, there are expected to be 2.2 billion Muslims in 2030 that will make up 26.4 percent of the world’s total projected population of 8.3 billion. As companies currently compete for the markets of China and India, few have realized the global Muslim market represents potentially larger opportunities. Author Paul Temporal explains how to develop and manage brands and businesses for the fast-growing Muslim market through sophisticated strategies that will ensure sustainable value, and addresses issues such as: How is the global Muslim market structured? What opportunities are there in Islamic brand categories, including the digital world? What strategies should non-Muslim companies adopt in Muslim countries? More than 30 case studies illustrate practical applications of the topics covered, including Brunei Halal Brand, Godiva Chocolatier, Johor Corporations, Nestle, Unilever, Fulla, Muxlim Inc, and more. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand within an Islamic country looking for growth, Islamic Branding and Marketing is an indispensable resource that will help build, improve and secure brand equity and value for your company.

Research on Islamic Business Concepts Routledge

The Routledge Companion to Critical Marketing brings together the latest research in Critical Marketing Studies in one authoritative and convenient volume. The world’s leading scholars and rising stars collaborate here to provide a survey of this lively subdiscipline. In doing so they demonstrate how a critical approach yields an enriched understanding of marketing theory and practice, its role in society, and its relationship with consumers themselves. It is the first attempt to capture the state of Critical Marketing research in many years. As such, this seminal work is unmissable for scholars and students of marketing and consumer research as well as those exploring sociology, media studies, anthropology and consumption scholarship more generally.

Islamic Branding and Marketing Edward Elgar Publishing

This book chapter contains several relevant points of researches on Islamic Philanthropy as traditional financial system in Islam. The book starts with the emphasis on the nature of Islamic Philanthropy as an instrument in realizing socio-economic justice through equitable distribution of wealth and reducing poverty. In order to maintain sustainable achievement of the goal, it is

important to use fund of the Islamic Philanthropy in productive ways. hence, the discussion then continues with the use of the funds for empowerment programs by displaying the cases for community empowerment in indonesia and youth empowerment in North-Eastern Nigeria.

Research on Islamic Business Concepts Routledge

Ranging from travel to wellbeing and fashion to food, Lifestyle Journalism explores a wide variety of subjects within a growing field. This edited collection examines the complex dynamics of the ever-evolving media environment of lifestyle journalism, encompassing aspects of consumerism, entertainment and cosmopolitanism, as well as traditional journalistic practices. Through detailed case studies and research, the book discusses themes of consumer culture, identity, representation, the sharing economy and branding while bringing in important new aspects such as social media and new cultural intermediaries. International and cross-disciplinary, the book is divided into four parts: emerging roles; experience and identity in lifestyle media; new players and lifestyle actors; and lifestyle consumerism and brands. Featuring case studies from a variety of countries including Turkey, the US, Chile and the UK, this is an important resource for journalism students and academics.

Generation M Routledge

With the radical growth in the ubiquity of digital platforms, the sharing economy is here to stay. This Handbook explores the nature and direction of the sharing economy, interrogating its key dynamics and evolution over the past decade and critiquing its effect on society.

Islamic Branding and Marketing Springer

In today's globalized world, halal (meaning 'permissible' or 'lawful') is about more than food. Politics, power and ethics all play a role in the halal industry in setting new standards for production, trade, consumption and regulation. The question of how modern halal markets are constituted is increasingly important and complex. Written from a unique interdisciplinary global perspective, this book demonstrates that as the market for halal products and services is expanding and standardizing, it is also fraught with political, social and economic contestation and difference. The discussion is illustrated by rich ethnographic case studies from a range of contexts, and consideration is given to both Muslim majority and minority societies. Halal Matters will be of interest to students and scholars working across the humanities and social sciences, including anthropology, sociology and religious studies.

The Principles of Islamic Marketing Routledge

Investigating how markets are becoming increasingly similar across countries while simultaneously becoming more diverse and heterogeneous within countries, this timely Handbook explores novel and under-researched sub-cultural marketing segments. Contributions from a diverse group of established and emerging marketing scholars examine how we might better understand and serve new generations of consumers from a variety of generational, ethnic, and religiously diverse market segments.

Islamic Marketing and Branding University of Texas Press

Marketing in the emerging Islamic markets is a challenging business function since international companies must contend with unfamiliar customs, cultural differences, and legal challenges. This book provides marketers who want to reach this emerging and very lucrative consumer base with essential, research-based insights on these aspects and how to deal with them. This book redefines marketing practice and conduct and challenges conventional marketing wisdom by introducing a religious-based ethical framework to the practice of marketing. The framework opens a whole new array of marketing opportunities and describes the behavior of the consumer,

community, and companies using a different approach than conventional marketing thought.

Handbook of Research on Ethnic and Intra-cultural Marketing BRILL

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 Perspectives on Marketing and Consumer

Behavior: Planning, Implementation, and Control NIAS Press

Since the sociology of religion became recognised as a distinct sub-discipline over the last century, the dominance of approaches taking their inspiration from the sociological classics has increasingly been challenged. Empirical findings have brought the notion of secularisation into question; and theorists have sought to deconstruct how we think of 'religion.' This collection appraises the continuing influence of the foundational approaches and places these in relation to newly emerging directions in the field. The book is divided into four sections, each section containing one 'foundational' chapter written by an established academic followed by two 'futures' chapters contributed by emerging scholars in the sub-discipline. These chapters complement one another by placing the overview of future directions in the context of a survey of the development of the sociology of religion over the last century. Topics discussed in these chapters include lived religion, sexuality, ritual, religion and the media. Combining erudite examinations of the British Sociological Association Sociology of Religion Study Group's work so far with explorations of the future directions its research might take, this book is vital reading for any scholar whose work combines religious studies and sociology.

Handbook of Islamic Marketing UUM Press

This book analyzes the current Islamic marketing environment. Since the Muslim world is extremely diverse in terms of economic development, customs and traditions and political and legal systems, it is vital for companies and marketers to analyze the environment before attempting to address these markets. The author emphasizes that it is ineffectual to elaborate the distribution and promotion strategies if the market does not exist in terms of purchasing power or demographics, if potential consumers do not believe that products and services answer their needs and demands or if there are political and legal barriers to companies wanting to enter these markets. The book offers detailed insights into the economic, socio-cultural, and politico-legal environment in the Muslim world, which are essential for marketers to understand and form the foundations of effective marketing strategies.

Islamic Perspectives on Marketing and Consumer Behavior:

Planning, Implementation, and Control Taylor & Francis

Culture pervades consumption and marketing activity in ways that potentially benefit marketing managers. This book provides a

comprehensive account of cultural knowledge and skills useful in strategic marketing management. In making these cultural concepts and frameworks accessible and in discussing how to use them, this edited textbook goes beyond the identification of historical, sociocultural, and political factors impinging upon consumer cultures and their effects on market outcomes. This fully updated and restructured new edition provides two new introductory chapters on culture and marketing practice and improved pedagogy, to give a deeper understanding of how culture pervades consumption and marketing phenomena; the way market meanings are made, circulated, and negotiated; and the environmental, ethical, experiential, social, and symbolic implications of consumption and marketing. The authors highlight the benefits that managers can reap from applying interpretive cultural approaches across the realm of strategic marketing activities including: market segmentation, product and brand positioning, market research, pricing, product development, advertising, and retail distribution. Global contributions are grounded in the authors' primary research with a range of companies including Cadbury's Flake, Dior, Dove, General Motors, HON, Hummer, Kjaer Group, Le Bon Coin, Mama Shelter, Mecca Cola, Prada, SignBank, and the Twilight community. This edited volume, which compiles the work of 58 scholars from 14 countries, delivers a truly innovative, multinationally focused marketing management textbook. Marketing Management: A Cultural Perspective is a timely and relevant learning resource for marketing students, lecturers, and managers across the world.

Handbook of the Sharing Economy Edward Elgar Publishing

This book focuses on Islam-congruent marketing conduct, market processes, mechanisms and structure, both individual and collective marketing practices and activities, marketing institutions and market systems. Islamic marketing is the discipline concerned with excellence in consumption behavior and marketing practices within different markets. The purpose of Islamic marketing is not profit maximisation or revenue generation. Rather, its main purpose is to benefit others while minimising harm.

The Routledge International Handbook to Veils and Veiling Springer Nature

Of interest to both academics and practitioners who assist in making Shariah-centric strategies, this work is particularly important as Asia holds a major percentage of Islamic assets in South Asia, Southeast Asia, and the Middle East, with new opportunities opening in Central Asia.

Islam, Marketing and Consumption Routledge

The book Halal Marketing: Concept and Strategies aims to fulfil the gap in the literature by encompassing all the perspectives and ethical values of Islamic marketing. This is not a spiritual enlightenment book but an outline of the practical aspects of Islamic marketing. This book presents a useful combination of Islamic concept with marketing and consumption. Various topics including fashion, cosmetics, consumption, advertising, branding, and corporate social responsibility have been covered in this book. The comprehensive themes which encompass the nexus between Islam and marketing have been covered in this book as well. It is worthwhile for practitioners and academicians to study the connection between Islam, marketing as well as sociology. The book provides knowledge not only for Muslim practitioners but also to non-Muslim practitioners. The authors of the book recognize the dimensions of Islamic marketing in practices as well as in morality. The book delivers a comprehensive guideline for the organizations when trying to customize their marketing activities and offerings products according to the Islamic consumer group. The book sheds light on the topics of supply channels, positioning, pricing, and cultural norms as well.