

The Principles of Islamic Marketing fills a gap in international business literature covering the aspects and values of Islamic business thought. It provides a framework and practical perspectives for understanding and implementing the Islamic marketing code of conduct. It is not a religious book. The Islamic Economic System is a business model adopted by nearly one quarter of the world's population. Baker Alserhan identifies the features of the Islamic structure of International Marketing practices and ethics. Adherence to such ethical practices elevates the standards of behaviour of traders and consumers alike and creates a value-loaded framework for meaningful cooperation between international marketers and their Muslim markets. His book provides a complete guide for an organization when managing its entire marketing function or when customising part of its offering to suit Muslim customers. It addresses the challenges facing marketers involved in business activities with and within Islamic communities, the knowledge needs of academic institutions, and the interest of multinationals keen on tapping the huge Islamic markets. Along the way, Baker Alserhan provides insights into key elements such as, distribution channels, retailing practices, branding, positioning, and pricing; all within the Muslim legal and cultural norms. This second edition brings the book up to date and features a number of new case studies and two additional chapters on Maqasid Al Shariah and the Islamic economy, and a strategic perspective on Islamic marketing and branding.

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THE PRINCIPLES OF ISLAMIC MARKETING. 4. Introduction. In an era when there is an increased and renewed emphasis on teaching and learning business . The Principles of Islamic Marketing fills a gap in international business literature covering the aspects and values of Islamic business thought.

Principles of Islamic Marketing is designed to fill a gap in international business literature covering the aspects and values of Islamic business thought. The Principles of Islamic Marketing has 2 ratings and 0 reviews. This work advances Islamic marketing as a new discipline. The book addresses the challenge .

, English, Book, Illustrated edition: The principles of Islamic marketing in Islamic marketing; The Muslim consumer; Islamic branding 1: concepts and. Get this from a library! The principles of Islamic marketing. [Baker Ahmad Alserhan].

However the challenge here is that all of the above, when viewed from a marketing lens in relation to Islamic principles and practices, are in bits. The Principles of Islamic Marketing. Reviewer(s). Aliakbar Jafari (Department of Marketing, University of Strathclyde Business School, Glasgow, UK).

promotion and place) in line with Islamic principles. Therefore, this paper attempts to identify critical factors in conducting Islamic marketing mix activities and. Abstract. Islamic marketing ethics combines the principle of value maximisation with the principles of equity and justice for the welfare of the society. Adherence. Abstract. Book review of the 'The Principles of

Islamic Marketing' by Baker Ahmad Alserhan. Keywords. Islamic marketing; Religion and politics; Markets. mix as determined by Islamic marketing values and the principles prescribed in the Quran and Sunnah (Hadiths or sayings of Prophet. Mohammad) which leave . Islamic marketing can be defined as the wisdom of satisfying the needs of customers through . J. Res. (Humanities). Vol. 26(6) Pp ; Jump up ^ Alserhan, Baker A. The Principles of Islamic Marketing. Al Ain: Gower publishing. pp To date, the term Islamic marketing and its existence and acceptance remains the concept of 7P's in marketing should be incorporated with Islamic principles.

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