



Handbook of Islamic Marketing

Edited by Özlem Sandıkçı, Assistant Professor of Marketing, Bilkent University, Turkey and Gillian Rice, Professor Emerita, Thunderbird School of Global Management, US

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.

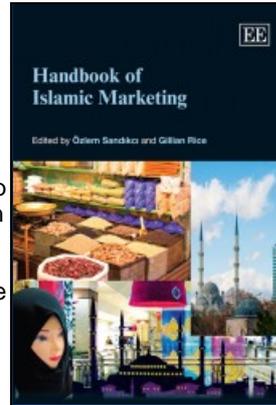
The topics covered by eminent contributors from around the world range from fashion and food consumption practices of Muslims to retailing, digital marketing, advertising, corporate social responsibility and nation branding in the context of Muslim marketplaces. The essays offer new insights into the relationship between morality, consumption and marketing practices and discuss the implications of politics and globalization for Islamic markets.

'This 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



2011	544 pp	Hardback	9781849800136	£160.00	£144.00	\$253.00	\$227.70
2013	544 pp	Paperback	9781781002766	£44.00	£35.20	\$70.00	\$56.00
Elgaronline 9780857936028							

Edward Elgar Publishing Ltd. is registered in the UK at: The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA. Registered number: 2041703

HOW TO ORDER

ONLINE

www.e-elgar.com

Get up to 20% discount when you order online

BY EMAIL

UK/ROW: sales@e-elgar.co.uk
N/S America: elgarsales@e-elgar.com

BY PHONE

UK/ROW: +44 (0) 1242 226934
N/S America: +1 413-584-5551

CONNECT WITH US

FIND US ON FACEBOOK

facebook.com/EdwardElgarPublishing

FOLLOW US ON TWITTER

For news, views and offers

@ElgarPublishing

READ OUR BLOG

For news, views and debate from our authors and readers.

<https://www.elgar.blog>

FOR MORE INFORMATION

UK/ROW: info@e-elgar.co.uk
N/S America: elgarinfo@e-elgar.com