1.	Record Nr.	UNINA9910139626703321
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	Titolo	Islamic branding and marketing [[electronic resource]] : creating a global Islamic business / / Paul Temporal
	Pubbl/distr/stampa	Sinapore ; ; Hoboken, N.J., : John Wiley & Sons (Asia) Pte. Ltd., 2011
	ISBN	1-119-19954-9 0-470-82848-X 1-283-17515-0 9786613175151 0-470-82847-1
	Descrizione fisica	1 online resource (346 p.)
	Disciplina	381.088297 658.80091767
	Soggetti	Branding (Marketing) - Islamic countries Markets - Islamic countries Electronic books. Islamic countries Commerce
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Islamic Branding and Marketing: Creating a Global Islamic Business; Contents; Preface; Acknowledgments; 1: Introduction; Islam: The Religion and the Brand; Is Islamic Branding a Myth or a Reality?; The Five Pillars of Islam; The Principles of Islamic Trade and Commerce; The Interface between Islam and Trade; How Are Islamic Brands Doing?; Why the Interest in Islamic Branding and Marketing?; Could There Be an Islamic Economic Union?; 2: Why Muslim Nations Need to Develop Strong Brands.; Introduction; Why Do Countries Need Branding? Why Do Islamic Countries Need to Undertake and Encourage Branding? The Power and Rewards of Country Branding; The Connection between National and Corporate Branding; National Brand Structures; Sector and Industry Branding; Case Study 1: Brunei Halal Brand; Case Study 2: Sarawak; Summary: Branding for Islamic Countries and Industries; 3: An Overview of Muslim Markets; Introduction; The Growing Global Muslim Market; The Gallup Coexist Index; JWT Muslim Market Segmentation;

Ogilvy & Mather Worldwide and Ogilvy Noor; Retail Muslim Consumer Segmentation; Summary: What Does All This Mean?

The Range of Opportunities in Islamic Branding and Marketing4: The Nature and Structure of Islamic Markets; Introduction; A Typology of Islamic Brands; 5: Building a Brand Strategy; Introduction; Brand Strategy; Case Study 3: Hallmark Inc.; The Role of Consumer Insight; Case Study 4: Unilever Malaysia; Creating a Brand Strategy; Brand Personality, Attitude, and Trust; Speed, Agility, and Innovation; Brand Positioning; The Need for Positioning Statements; How to Write and Use a Positioning Statement; Brand Management; Can Islamic Brands Use Western Techniques to Go Global?

Case Study 5: Opus International Group plcCase Study 6: Petronas; Summary; 6: Opportunities in Islamic Brand Categories; Introduction; Islamic Foods and Beverages; Case Study 7: Yildiz Holding; Islamic Financial Services; Islamic Education; Islamic Entertainment and ""Edutainment""; Case Study 8: Sami Yusuf; Case Study 9: THE 99; Islamic Travel, Tourism, and Leisure; Case Study 10: CrescentRating. com; Islamic Medical, Pharmaceutical, and Beauty Products and Services; Islamic Fashion and Products for Women; Islamic Internet, Media, and Digital Products; Vast Opportunities; No Big Brands

Summary7: The Future: Opportunities in the Internet, Media, and Digital World; Introduction; The Impact of Internet Developments on Marketing; Social Media Branding and the Muslim Lifestyle Consumer; Implications for Islamic Branding and Marketing; Case Study 11: Muxlim Inc.: I; Case Study 12: Muxlim Inc.: II; Other Internet Brands; Opportunities in Traditional Media; Case Study 13: Islam Channel; Case Study 14: emel; Case Study 15: Aquila; Summary; 8: Challenges Facing Islamic Brands; Introduction; Key Challenges for Aspiring Muslim Brands: The Six A's; Summary

9: Key Success Factors and Strategies for Aspiring Islamic Brands

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Sommario/riassunto

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 rep