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Descrizione fisica	1 online resource (221 p.)
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Soggetti	Markets - Islamic countries Electronic books. Islamic countries Commerce
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Includes index.
Nota di contenuto	Understanding Islamic marketing -- Islamic business ideals -- Markets and marketing in Islam -- The Islamic marketing mix -- The Islamic product -- The Islamic pricing practices -- Islamic promotions -- Islamic logistics (Halal logistics) -- Issues in Islamic marketing -- The Muslim consumer -- Islamic branding 1 : concepts and background -- Islamic branding 2 : brands as deeds -- Islamic hospitality.
Sommario/riassunto	The Principles of Islamic Marketing provides a complete guide to the requirements an organization needs to follow when managing its entire marketing function within the Muslim market or when adapting part of its offering to that market. This is not a religious book. It a marketing book that represents the values behind a business model adopted by nearly one fifth of the world population; the Islamic Economic System.