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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

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
