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Sommario/riassunto

Throughout history, religious communities have left an indelible mark on society's spiritual life, moral compass, and economic landscape. To fulfill their divine mission, these communities need resources to carry out their religious and God-centered activities. Economic engagement has always been and remains an integral part of their worship. In an increasingly globalized world, where the professional marketing of religion is on the rise, these communities face growing pressure to present their beliefs and values in a polished, professional manner. This is critical to maintaining or even expanding their influence in a global world. As a result, religious communities today often operate like businesses, engaging in diverse sectors of the economy ranging from pilgrimages and the halal market to the fashion industry. This book explores the complex relationship between business and religion. It provides a historical overview, examines contemporary examples, and offers a nuanced analysis of the risks and opportunities involved. It also explores the theological implications of doing business in the name of God. The Editor Ednan Aslan is Professor of Islamic Religious Education at the Institute for Islamic Theological Studies at the University of Vienna. In addition to his numerous publications, Aslan has made an important contribution to the establishment of Islamic theology and religious education in German-speaking countries. He is widely read and quoted nationally and internationally for various reasons.