



The Principles of Islamic Marketing

By Baker Ahmad Alserhan

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The Principles of Islamic Marketing fills a gap in international business literature covering the aspects and values of Islamic business thought. It provides a framework and practical perspectives for understanding and implementing the Islamic marketing code of conduct. It is not a religious book. The Islamic Economic System is a business model adopted by nearly one quarter of the world's population. Baker Alserhan identifies the features of the Islamic structure of International Marketing practices and ethics. Adherence to such ethical practices elevates the standards of behaviour of traders and consumers alike and creates a value-loaded framework for meaningful cooperation between international marketers and their Muslim markets. His book provides a complete guide for an organization when managing its entire marketing function or when customising part of its offering to suit Muslim customers. It addresses the challenges facing marketers involved in business activities with and within Islamic communities, the knowledge needs of academic institutions, and the interest of multinationals keen on tapping the huge Islamic markets. Along the way, Baker Alserhan provides insights into key elements such as, distribution channels, retailing practices, branding, positioning, and pricing; all within the Muslim legal and cultural norms. This second edition brings the book up to date and features a number of new case studies and two additional chapters on Maqasid Al Shariah and the Islamic economy, and a strategic perspective on Islamic marketing and branding.

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Editorial Review

About the Author

Dr Alserhan is the founder of the discipline of Islamic Marketing. He is the founding editor of the International Journal of Islamic Marketing and Branding (Inderscience), the founder and first editor of the Journal of Islamic Marketing (Emerald), the founder and editor of two Arabic journals on the subject. He is founder and Chair of the Global Islamic Marketing Conference, now in its seventh cycle, and he is the CEO of the International Islamic Marketing Association. He is also an associate Professor of Marketing at Qatar University. He previously worked at the United Arab Emirates University, Abu Dhabi University, and as a Credit Specialist for Microsoft European Operation Center, Ireland.

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