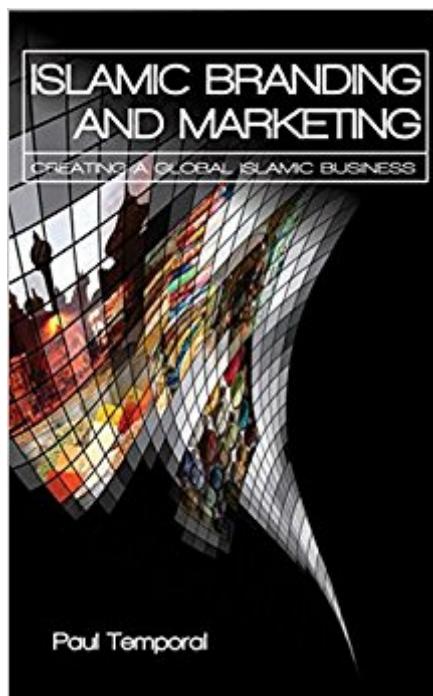


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# Islamic Branding And Marketing: Creating A Global Islamic Business



## **Synopsis**

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 represents potentially larger opportunities. Author Paul Temporal explains how to develop and manage brands and businesses for the fast-growing Muslim market through sophisticated strategies that will ensure sustainable value, and addresses issues such as: How is the global Muslim market structured? What opportunities are there in Islamic brand categories, including the digital world? What strategies should non-Muslim companies adopt in Muslim countries? More than 30 case studies illustrate practical applications of the topics covered, including Brunei Halal Brand, Godiva Chocolatier, Johor Corporations, Nestle, Unilever, Fulla, Muxlim Inc, and more. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand within an Islamic country looking for growth, Islamic Branding and Marketing is an indispensable resource that will help build, improve and secure brand equity and value for your company.

## **Book Information**

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## **Customer Reviews**

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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 that the global Muslim market represents potentially larger opportunities. Paul Temporal, a world-renowned brand expert, explains how to develop and manage brands and businesses for the fast growing Muslim market through sophisticated strategies that will ensure sustainable value, and addresses such issues as: What is Islamic branding and marketing? How is the global Muslim market structured? How can Islamic values add strength to branding in Muslim markets? What opportunities are there in Islamic brand categories, including the digital world? What challenges do companies face in building brands for Muslim markets? What strategies should non-Muslim companies adopt in Muslim markets? More than 30 case studies illustrate practical applications of the topics covered. These include: Brunei Halal Brand Muxlim Inc. Yildiz Holding emel Zain Godiva Chocolatier Dubai Aluminium Johor Corporation Ummah Foods NestlÃ© Unilever Al Rajhi Bank Fulla Sarawak This groundbreaking book includes an Executive Summary of Proceedings of the Inaugural Oxford Global Islamic Branding and Marketing Forum at the SaÃd Business School, University of Oxford. Whether you are in control of an established company, starting up a new one, or have responsibility for a brand within an Islamic country looking for growth, Islamic Branding and Marketing is an indispensable resource that will help you to build, improve and secure brand equity and value for your company.

"Most companies know little about Islamic culture, buying behavior and marketing. Paul Temporal has done a superb job of opening up Western and Asian eyes to Islamic opportunities as well as helping Islamic businesses improve their brand positioning." Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "The Islamic population of the world has been neglected by marketers in a totally unwarranted way for far too long. Paul Temporal knows the subject and knows the consumers. This masterful book fills a huge gap in the understanding of this 'last frontier' of marketing." Miles Young, Chief Executive Officer, Ogilvy & Mather Worldwide "Islamic Branding and Marketing is a courageous and well-documented attempt at unearthing the vast opportunities in the Muslim world that remain largely unrealized. The uniformity, coming as it does within a vast geographical and ethnic diversity, is quite unique. The Ummah as Muslims refer to it naturally pulled together not only by faith but by a whole set of ethical and behavioral conduct that touches every aspect of daily life. This book helps marketers to plan ahead on how

to manage this "diverse homogeneity" that distinguish the Ummah and do so on a kind of scale that represents 25 percent of the world population." •Roy M. Haddad, Chairman and CEO, JWT MEA Group "Islamic Branding and Marketing is a very interesting essay showing the diversity of the Muslim markets while taking seriously into account their common Islamic principles and values. This book is useful for both Muslims and non-Muslims and makes it clear that markets and ethics can be reconciled through creativity and innovative dynamism." •Professor Tariq Ramadan, HH Sheikh Hamad Bin Khalifa Al Thani, Professor of Contemporary Islamic Studies in the Faculty of Oriental Studies and Research Fellow of St Antony's College, University of Oxford

A book that has given me lots of info on Islamic products that I never know those products are exists for Muslims to consume and enjoy. Very catchy way of writing a book. I recommend this book to everyone who is highly interested in Muslim marketing.

I pre ordered this book a while ago looking forward to see Paul what has written about this big complicated market, but when it got into my hands and read it. It opened and widened my horizon about the Muslim market. So if you are working in the marketing or branding department this book is a must read. The book discusses:1-A short intro about Islam and how it's connected to branding.2-why Muslim nations need to develop strong brands.3-overview of Muslim markets.4-the nature and structure of Islamic markets.5-building a brand strategy.6-opportunities in Islamic brand categories.7-the future: opportunities in the Internet, Media, and digital world.8-challenges facing Islamic brands.9-key success factors and strategies for Aspiring Islamic brands.10-challenges and key strategies for the building and marketing of non-Muslim brands to markets.11-summary of power brand strategy programs for Muslim markets. This book is not only good or very good, but an excellent book to read. Enjoy :)

A well-written book which was authored by a non-Muslim writer - Paul Temporal. This book helps other marketing academics and practitioners understand the Islamic business world better especially in branding.

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