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In recent years, a critically oriented sub-stream of research on Muslim consumers and businesses has begun to emerge. This scholarship, located both within and outside the marketing field, adopts a socio-culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets. This book seeks to reflect various unheard and emerging critical ...

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This model can also be used to explore Islam's potential influence on marketing. To begin with, when it comes to the product, Islamic teachings and rulings (fatwas) have been largely limited to pronouncing food items as being halal (allowed) or not, and almost any product marketer wanting to engage Muslim consumers will find it critical to have the product certified as such.

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Findings This paper reiterates a view of Islam as both a faith and activity; it argues that this view should be the basis of critical analysis on the intersections of Islam and marketing.

Saatçio?lu, Bige and Sandikci, Özlem and Jafari, Aliakbar ...

Aliakbar Jafari, (2012), "Islamic marketing: insights from a critical perspective", Journal of Islamic Marketing, V ol. 3 Iss 1 pp. 22 - 34 P ermanent link to this document:

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