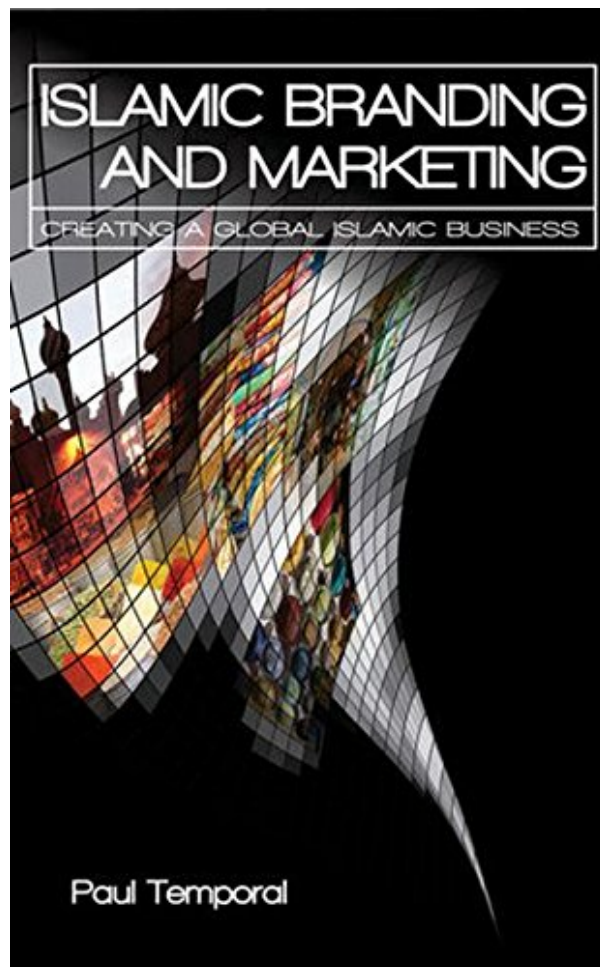
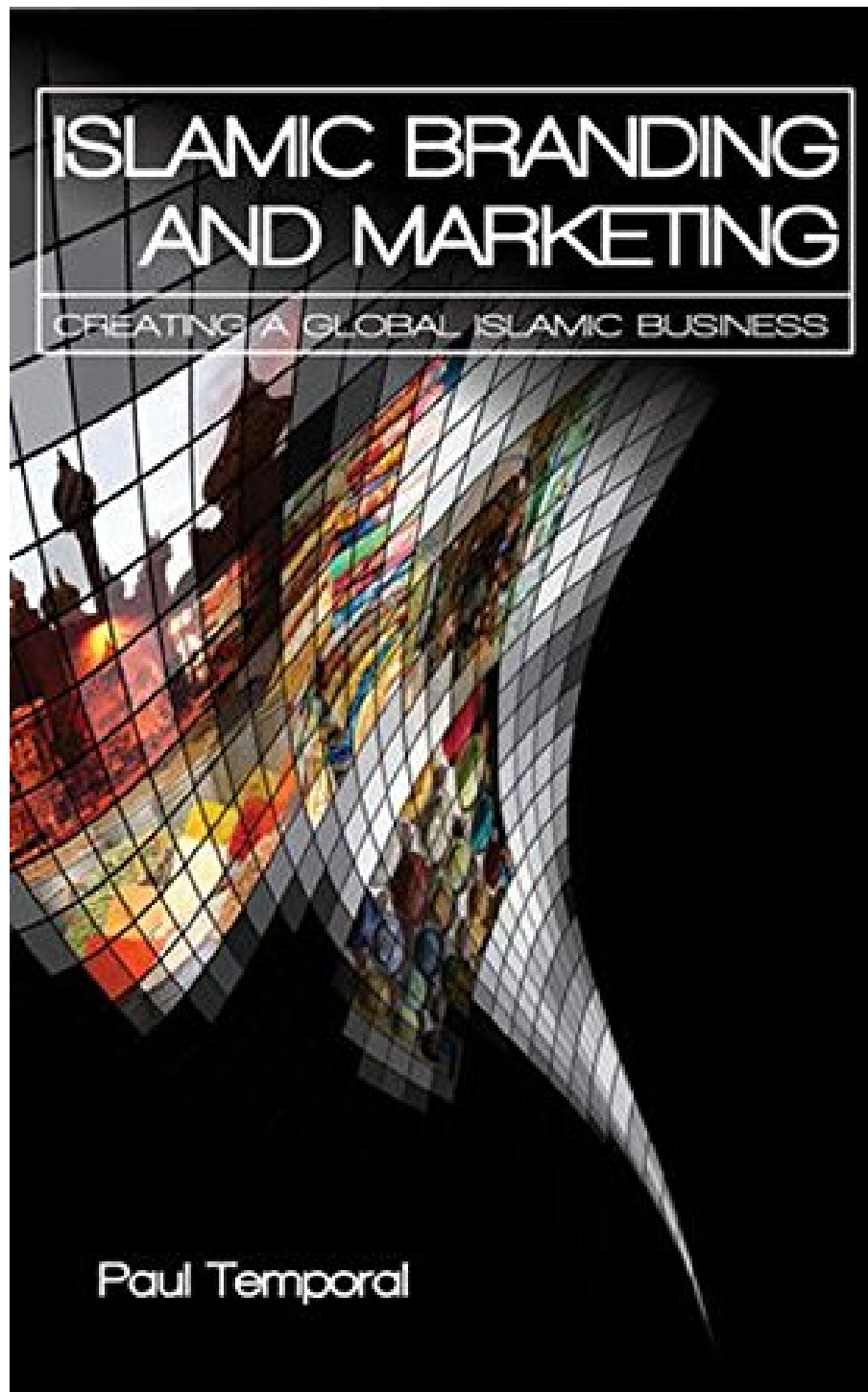


ISLAMIC BRANDING AND MARKETING: CREATING A GLOBAL ISLAMIC BUSINESS BY PAUL TEMPORAL



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From the Inside Flap

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 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?
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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
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- How is the global Muslim market structured?
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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.

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- 256 pages

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Most helpful customer reviews

0 of 0 people found the following review helpful.

Good book with lots of useful contents

By Noriana Jumat

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.

1 of 3 people found the following review helpful.

This is the best reference about the Muslim market so far

By Abdul Aziz Alzain

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 :)

0 of 1 people found the following review helpful.

Excellent book

By Zl Wisker

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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