

Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control (Research Essentials Collection)

Bikramjit Rishi

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In todays increasingly connected business world, there is new pressure for local brands to go global, and a need for already global corporations to cater to new audiences that were previously ignored.

Islamic Perspectives on Marketing and Consumer Behavior: Planning, Implementation, and Control brings together the best practices for entry and expansion of global brands into Islamic countries. This book is an essential reference source for professionals looking to incorporate the laws and practices of Islam into the global presence of their company and presents a cutting edge look at worldwide retail for marketing researchers and academics.



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