

# Handbook Of Islamic Marketing Author Ozlem Sandikci Jun 2013

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Handbook of Islamic Marketing (Elgar Original reference) (Research Handbooks in Business and Management Series) Özlem Sandikci, Gillian Rice  
The Handbook of Islamic Marketing provides state-of-the-art scholarship on the intersection of Islam, consumption and marketing and lays out an agenda for future research

#### **PROPOSED OUTLINE FOR THE HANDBOOK ON ISLAMIC ...**

marketing theory and practice but also present promising ideas that can be pursued in further research Target Audience The target audience of this book is people interested in various aspects of Islamic marketing The book will address primarily researchers in the marketing discipline but also will be useful

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