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AB - This article reviews the 'Handbook of Islamic Marketing' edited by Ozlem Sandikci and Gillian Rice. Cheltenham (UK): Edward Elgar. 2011. ISBN 978 1 84980 013 6. Within the broad context of business and management studies, there is misconception about Islam and the 'Islamic'.

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Islamic marketing, discusses past research on the topic and offers a future research perspective. Design/methodology/approach – The paper is based on a critical review of the existing literature. It offers ethnoconsumerism as a way to develop a situated understanding of Muslim consumers and

Islamic marketing. However, below the most cited definitions are provided: According to Sandikci: “Islamic marketing targets Muslim consumers, consumers who are distinctively different from consumers in general and that it utilizes specific resources, skills and tools that are relevant

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The paper aims at filling a gap in international marketing literature covering the various aspects of Islamic marketing mix. Two new elements "promise" and "patience" have been added by the author to the already existing conventional seven Ps of marketing mix. The new elements have been embedded by the researcher as pure Islamic service industry ingredients.

To be more specific, Islamic marketing blends the religious, the ethical, and the business worlds to: Create a more humane world market where buyers get a fair deal and sellers accept a reasonable profit, in a better-maintained environment. Help both Muslim and non-Muslim marketers understand the needs of the massive Muslim markets. Provide marketers with current information on the behaviour ...

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heterogeneity in the Muslim market due to the presence of a number of sub-segments present in this consumer market (Ozlem Sandikci, 2011 – as cited in Is Islam and Chandrasekaran, 2013). The field of Halal tourism is impacted by these trends. In this paper, we will cover the current trends in Halal tourism across the world. Methodology

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