

Islamic Branding and Marketing: Creating A Global Islamic Business

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 per cent of the world's population, and is projected to grow by about 35 per cent 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 per cent of the world's total projected population of 8.3 billion.

As companies currently compete for the markets of China and India, few have realised the global Muslim market represents potentially larger opportunities. Author Paul Temporal 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 issues such as:

- How is the global Muslim market structured?
- What opportunities are there in Islamic brand categories, including the digital world?
- What strategies should non-Muslim companies adopt in Muslim countries?

More than 30 case studies illustrate practical applications of the topics covered, including Brunei Halal Brand, Godiva Chocolatier, Johor Corporation, 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. ■

Islamic Banking: How to Manage Risk and Improve Profitability

A detailed look at the fast-growing field of Islamic finance and banking

The guiding principle of Islamic finance has existed throughout Islamic history, yet modern Islamic banking has been around for a relatively short period of time. Author Amr Mohamed El Tiby Ahmed is an expert in this field, and with this new book, he reveals how you can benefit from the use of Islamic banking strategies in your financial endeavours.

Engaging and accessible, Islamic Banking shows the impact this approach has made on conventional banking since the 1950s, and why it's such a big player

in the current market. It offers a unique look at various aspects of this field, including the salient features of Islamic banking that distinguishes it from non-Islamic banking, the development of the regulatory bodies and supervisory agencies that support the Islamic banking system, and much more. It also explores the nature of risk in Islamic banking and the issues of capital adequacy, corporate governance, transparency, and risk associated with Islamic banking.

Filled with in-depth insights and expert advice, this detailed analysis of Islamic finance will help you gain a firm understanding of how effective this proven approach can be.

The guiding principle of Islamic finance has existed throughout Islamic history, yet modern Islamic banking has been around for a relatively short time. Ever since the Ottomans introduced Western-style banking to the Islamic world to finance their expenditures, most Islamic jurists found it to be in violation of the Islamic prohibition against *usury* (*riba* in Arabic, *ribit* in Hebrew). *Usury* is interpreted in the holy Quran and Bible as any interest charged on loans, as opposed to the modern definition of *usury* as exorbitant interest. The mid-20th century writing on Islamic finance had given rise to practical discussions on the subject, which raised the issue of the means to replace conventional financial practice with Islamic alternatives. ■

An Introduction to Islamic Finance: Theory and Practice (Second Edition)

This timely book offers comprehensive coverage on the fundamental theory of Islamic finance and banking, according to the core concepts of 2018 *Riba'* and 2018 *Shariah'* law. The authors explain clearly the distinct features of an Islamic financial system and how it compares with conventional systems. There have been a number of interesting developments in recent years and the authors discuss these fully, along with emerging issues that will influence future developments in Islamic finance.

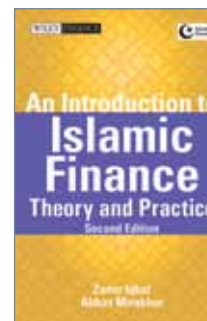
The Islamic practice of business and banking has a long history. In recent time, it has emerged as a new frontier in international financial markets. In the last four decades, while theoretical advances have been rapid, the practice of Islamic banking has also experienced unprecedented growth with a current market size exceeding \$250 billion, spanning more than sixty countries. This rapid growth is a manifestation of the great demand and commitment of Muslims to conduct business transactions according to the principles of Islam and a western demand for more ethical investing practices. ■



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