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By Baker Ahmad Alserhan

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This work advances Islamic marketing as a new discipline. The book addresses the challenges facing marketers involved in business activities with and within Islamic communities as well as the needs of academic institutions keen on tapping the massive Islamic markets.

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Editorial Review

About the Author

Dr Alserhan is the founding editor of the Journal of Islamic Marketing, the organizer and Chair of the Global Islamic Marketing Conference 2011, Dubai and 2012, Abu Dhabi. He is the CEO of the International Islamic Marketing Association. He is also an assistant Professor of Marketing, College of Business and Economics, United Arab Emirates University. He was previously Assistant Professor of Marketing & Management at Abu Dhabi University and Credit Specialist at Microsoft European Operation Center, Ireland.

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