Islamic Branding and Marketing: Creating A Global Islamic Business
Paul Temporal

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DESCRIPTION

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

As companies currently compete for the markets of China and India, few have realized 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 Corporations, 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.

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**ABOUT THE AUTHOR**

**Dr. Paul Temporal** is a leading global expert on brand strategy and management. He has over 30 years of experience in consulting and training, and is a much sought after international speaker. He has consulted for many of the top corporations and governments around the world, and is well known for his practical and results-oriented approach.

He is an Associate Fellow at Saïd Business School, Executive Education Centre, and at Green Templeton College, University of Oxford as well as a Visiting Professor in Marketing at Shanghai Jiao Tong University.

As part of his work at Oxford University, Dr. Temporal directs a research and education project on Islamic branding and marketing.

He is a frequent contributor to the global media and has published numerous bestselling books, including *Advanced Brand Management, Branding in Asia, Asia's Star Brands, Romancing the Customer*, and *The Branding of MTV*.

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