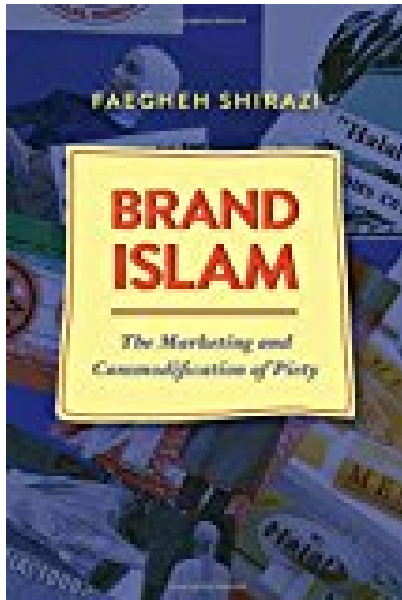


# Brand Islam The Marketing and Commodification of Piety

---



## BOOK DETAILS

- Author : Faegheh Shirazi
- Pages : 294 Pages
- Publisher : University of Texas Press
- Language : English
- ISBN : 1477309462

[↓ DOWNLOAD](#)

## BOOK SYNOPSIS

From food products to fashions and cosmetics to childrens toys, a wide range of commodities today are being marketed as "halal" (permitted, lawful) or "Islamic" to Muslim consumers both in the West and in Muslim-majority nations. However, many of these products are not authentically Islamic or halal, and their producers have not necessarily created them to honor religious practice or sentiment. Instead, most "halal" commodities are profit-driven, and they exploit the rise of a new Islamic economic paradigm, "Brand Islam," as a clever marketing tool. Brand Islam investigates the rise of this highly lucrative marketing strategy and the resulting growth in consumer loyalty to goods and services identified as Islamic. Faegheh Shirazi explores the reasons why consumers buy Islam-branded products, including conspicuous piety or a longing to identify with a larger Muslim community, especially for those Muslims who live in Western countries, and how this phenomenon is affecting the religious, cultural, and economic lives of Muslim consumers. She demonstrates that Brand Islam has actually enabled a new type of global networking, joining product and service sectors together in a huge conglomerate that some are referring to as the Interland. A timely and original contribution to Muslim cultural studies, Brand Islam reveals how and why the growth of consumerism, global communications, and the Westernization of many Islamic countries are all driving the commercialization of Islam.

**BRAND ISLAM THE MARKETING AND COMMODIFICATION OF PIETY** - Are you looking for Ebook Brand Islam The Marketing And Commodification Of Piety? You will be glad to know that right now Brand Islam The Marketing And Commodification Of Piety is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product. Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Brand Islam The Marketing And Commodification Of Piety may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Brand Islam The Marketing And Commodification Of Piety and many other ebooks. We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Brand Islam The Marketing And Commodification Of Piety. To get started finding Brand Islam The Marketing And Commodification Of Piety, you are right to find our website which has a comprehensive collection of manuals listed.