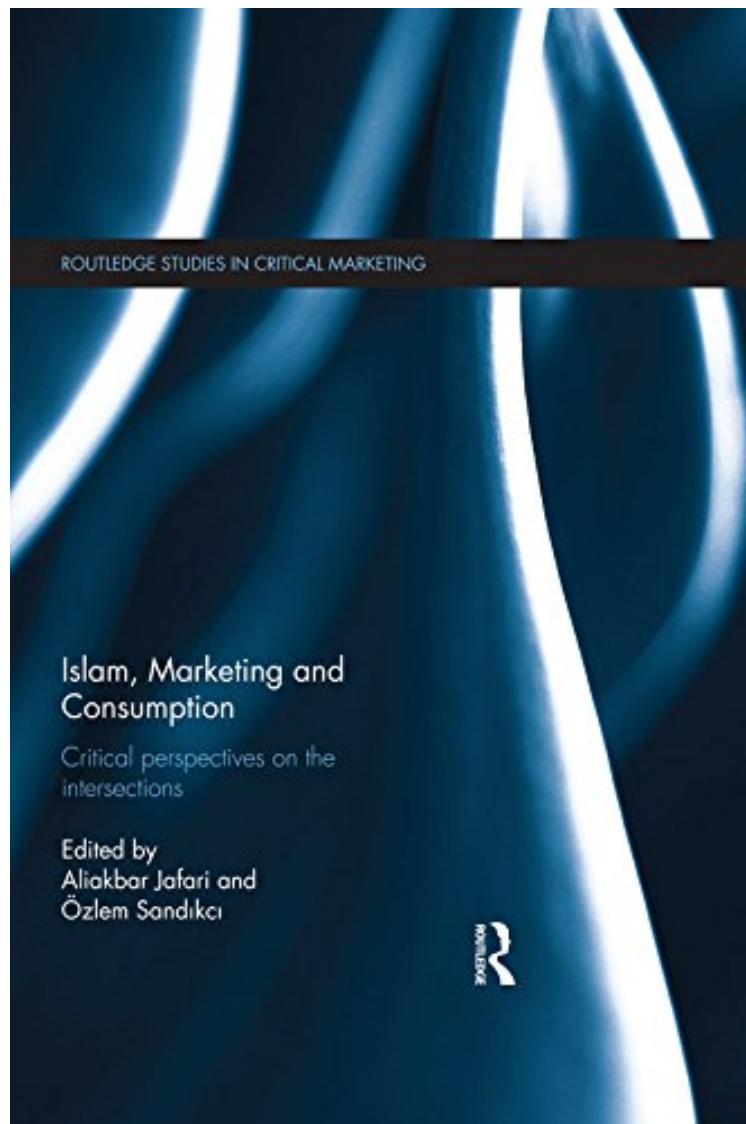


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In recent years, a critically oriented sub-stream of research on Muslim consumers and businesses has begun to emerge. This scholarship, located both within and outside the marketing field, adopts a socio-culturally situated approach to Islam and investigates the complex and multifaceted intersections between Islam and markets. This book seeks to reflect various unheard and emerging critical voices from within the Muslim world, and provide a series of critical insights on how, if and why Islam matters to marketing theory and practice. It questions the existing assumptions and polarising discussions which underpin the portrayal of Islam as the 'other' of Modernity, while acknowledging that Muslims themselves are partially responsible for creating stereotyped representations of Islam and 'the Muslim'. This wide-ranging and insightful collection will advance emerging critical perspectives, and provide new insights that will influence the generation and application of knowledge in the context of Muslim societies. It will open up fresh conversations for scholars in marketing as well as the broader humanities and social sciences.