

Islamic perspectives on marketing and consumer behavior: planning, implementation, and control

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20448655&lokasi=lokal>

Abstrak

"This book brings together the best practices for entry and expansion of global brands into Islamic countries and is an essential reference source for professionals looking to incorporate the laws and practices of Islam into the global presence of their company"--Provided by publisher.