

Handbook Of Islamic Marketing By Zlem Sandikci

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Handbook Of Islamic Marketing Elgar Original Reference

This article reviews the 'Handbook of Islamic Marketing' edited by Ozlem Sandikci and Gillian Rice. Cheltenham (UK): Edward Elgar. 2011. ISBN 978 1 84980 013 6. Within the broad context of business and management studies, there is misconception about Islam and the 'Islamic'.

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