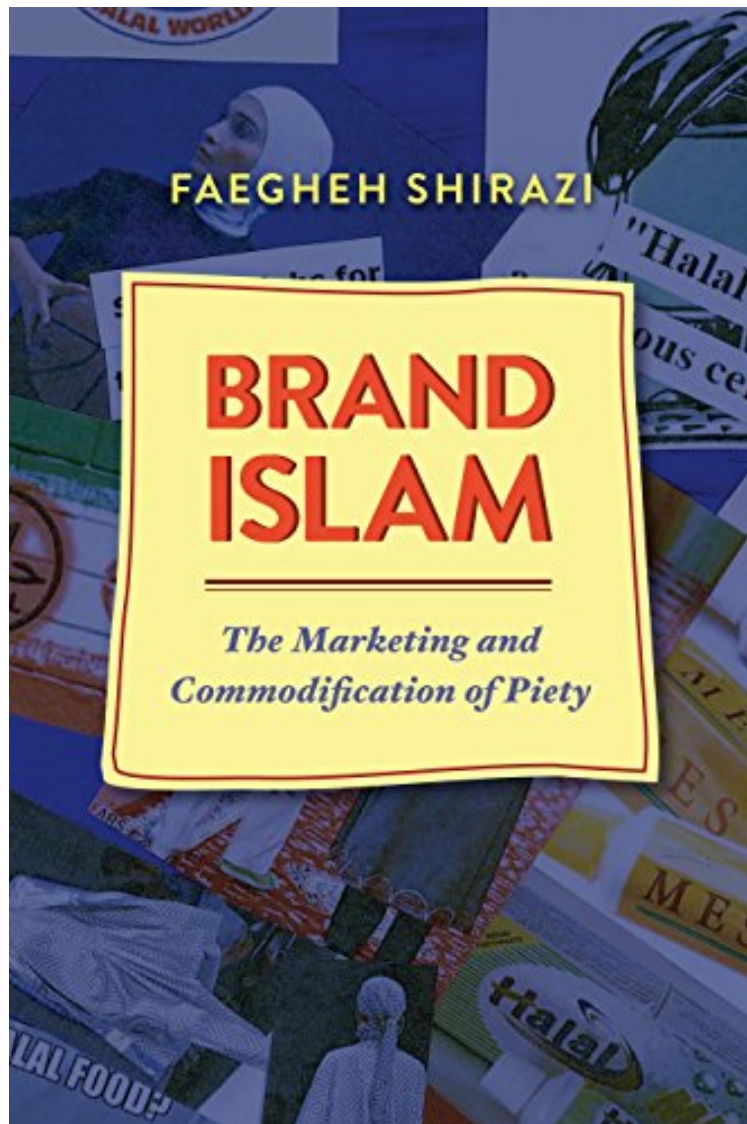


[Free and download] Brand Islam: The Marketing and Commodification of Piety

Brand Islam: The Marketing and Commodification of Piety

Faegheh Shirazi

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



+

READ ONLINE

#1260079 in eBooks 2016-08-02 2016-08-02 File Name: B0170CKUNW | File size: 17.Mb

Faegheh Shirazi : Brand Islam: The Marketing and Commodification of Piety before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Islam: The Marketing and Commodification of Piety:

From food products to fashions and cosmetics to children's 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.

"Plenty of books have addressed the staggering market potential of halal goods from a financial perspective, but Brand Islam stands out for its social focus, in particular on the consumption and marketing of products to Muslims . . . it makes for fascinating reading." (The National 2016-08-12)"In her engaging and thoroughly researched examination of all things halal, Middle Eastern Studies professor Faegheh Shirazi analyzes the shrewd commercial strategy underlying the branding of the Islamic culture industry." (Middle East Journal)"Engaging and thoroughly researched." (Middle East Journal 2016-12-01)"In the last four decades, much has been written on the politics of Islam in general and the etiology and the causes of Islamic extremism in particular. What has been overlooked for the most part, however, is the making and remaking of Islamic culture and the production and reproduction of material culture that engulfs the daily lives of Muslims and distinctly influences their perceptions, behavior, and conduct. For these reasons, Brand Islam fills a significant void in the literature on Islam." (Manochehr Dorraj, Professor of Political Science, Texas Christian University, and editor of Perspectives on Race, Ethnicity, and Religion: Identity Politics in America) "In the last four decades, much has been written on the politics of Islam in general and the etiology and the causes of Islamic extremism in particular. What has been overlooked for the most part, however, is the making and remaking of Islamic culture and the production and reproduction of material culture that engulfs the daily lives of Muslims and distinctly influences their perceptions, behavior, and conduct. For these reasons, Brand Islam fills a significant void in the literature on Islam." (Manochehr Dorraj, Professor of Political Science, Texas Christian University, and editor of Perspectives on Race, Ethnicity, and Religion: Identity Politics in America)About the AuthorFaegheh Shirazi is a professor in the Department of Middle Eastern Studies at the University of Texas at Austin. Her previous books include Muslim Women in War and Crisis: From Reality to Representation.