

GLOBAL MEDIA JOURNAL, MALAYSIA EDITION

Book Review Guideline

Format

Text Style

Times New Roman

Font Style: regular

Size: 12

Character spacing: Normal

Alignment: Justified

Line Spacing: Single

On Top of the Page

Please include the author, book title, publishing house and ISBN

At the End of the Review

Please include the author name and short bio.

Submission of review has to include IP Declaration form ([download here](#)).

Book review will be edited by the Editor.

Example

The Book

Temporal, Paul. *Islamic Branding and Marketing: Creating A Global Islamic Business* – John Wiley and Sons (Asia) Ptd. Ltd, Singapore, 2011, pp. 324, ISBN 978-0-470-82539-6 (Hardcover).

The Review

The rise in the awareness of the existence of Muslim communities all over the world and the significant role they play in the industry has led to studies that focus on how to furnish and accommodate Muslims as consumers. This book, written by Paul Temporal on Islamic Branding and Marketing, fills the gap in the literature. It is timely addition to studies that focus on Islamic Branding and Marketing and will provide valuable information for marketers about Muslims consumers worldwide.

The title has created expectations among Muslim audiences especially that there will be an extension of understanding about Islamic Branding and Marketing. The title of the book itself claimed that the chapters would cover quite an extensive review of the state of affairs of Islamic branding and marketing and how these perspectives can create and depict a global Islamic business standpoint. The author claims that the book describes what is happening in Muslim

markets and provides contrasts between Muslim markets and Western branding & marketing activities.

The case studies presented in the book indisputably includes a variety of sources and provides a set of samples that can be applied to particular products or brands relevant to certain countries having majority of Muslims in the population and this includes Malaysia. This book offers its own direction with worthy case studies. However, in-depth analysis on Islamic branding and marketing is still lacking. The knowledge provided in the book on Islamic branding and marketing is basic for Muslim readers especially for academicians and marketers but perhaps would be more of assistance to non Muslim readers or Muslim undergraduate students wanting to know about the basics of Islamic branding and marketing and its challenges. The touch on *halal* issue is a plus, but more information should have been provided in this book in order for it to be referred to as a more comprehensive analysis. It also should be noted that the *halal* label is not limited to only food products but also to other various product categories. In addition to this, issues of *halal* can be associated further to advertising issues and how effective advertising should be in order to be better conveyed and delivered to Muslim audiences or consumers, particularly in Malaysia. Synergic marketing efforts using various media for example using integrated marketing communication strategies should be applied in promoting the Islamic branding in order that communication can be conveyed effectively from businesses to business (B2B) and business to consumers. Two issues involved here would be targeting businesses and communication about Islamic branding to the Muslim population as well as to establish new Muslim businesses with a strong Islamic brand.

All in all, this book provides a good general discussion on Islamic branding and marketing by providing exclusive reviews of more than 30 case studies encompassing Muslim brands. This is a book to enjoy and to be used as a reference but further extensive reviews on the definition, promises and further challenges of Islamic branding and marketing are still very much needed.

About The Reviewer

Nor Azura Adzharuddin (PhD) is a member of the advisory board for the Global Media Journal: Malaysian Edition and The International Islamic Marketing Association (IIMA). She is also the Chairmanship Team Member for Indonesia, Malaysia and Brunei Region for The Global Islamic Marketing Conference 2012 (Egypt) and 2013 (Turkey). She has been the alumni of The University of Sheffield, United Kingdom and she has been teaching in various institutions for 18 years including teaching Media Audiences to undergraduates in the Department of Journalism Studies, The University of Sheffield. She is currently the Head of Industrial Training Unit with the Department of Communication, Faculty of Modern Languages and Communication, U.P.M with interests in advertising in new media and traditional media, marketing communication and Islamic media studies.