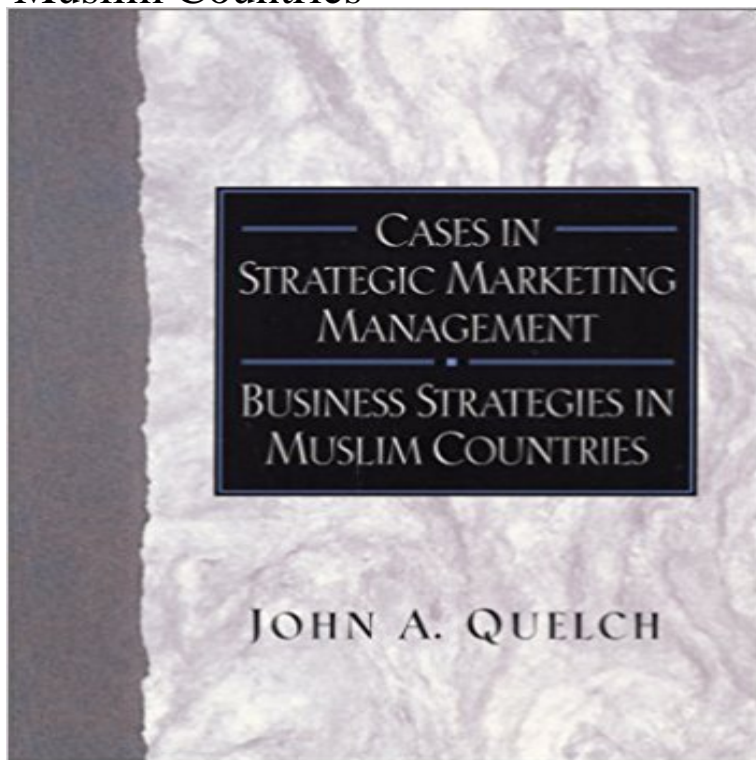


Cases in Strategic Marketing Management: Business Strategies in Muslim Countries



With case studies and insight into the business practices of Muslim countries, this text discusses the limitations, challenges - and opportunities - Western companies can expect to encounter when marketing in Muslim countries. It includes a discussion on the reasons for Western multinationals avoidance of marketing in the Middle East and an examination of political and cultural changes and fragmentation in the Middle East. This study also includes an examination of the influence of Islamic principles on marketing and business relations, and an exploration into the position and customs of Muslim women - and their potential as a strong market.

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