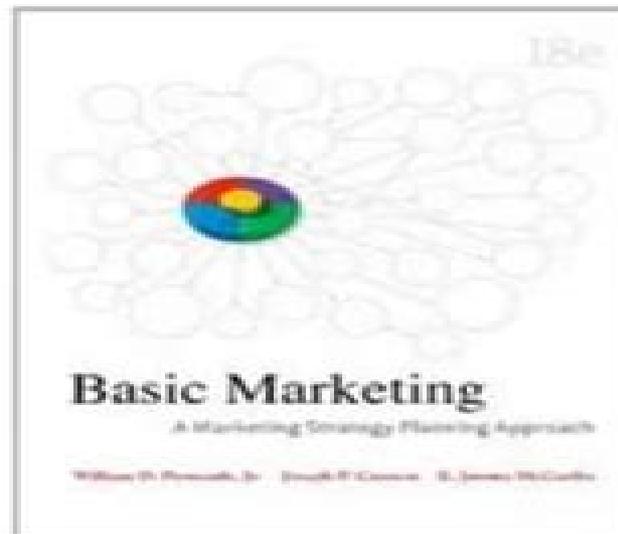


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as other forms Includes updated cases and real world examples And omni channel retailing incorporated throughout text

**The Emergence Of Global Halal Business 2nd Edition (UiTM Press)** Sharifah Zannierah Syed Marzuki,Wan Kalthom Yahya,2020-11-25 Offers a new dimension to the halal industry as the chapters cover various aspects from marketing food tourism economics internal marketing corporate governance accounting hospitality to halal certification that deal with complying to the halal standard Interesting fact on Islamic dietary laws amalgamates the business practices in the hospitality sector with Muslim religious needs As such Islamic principles must be adhered at all times as far as halal business is concerned This book focuses Islamic interdisciplinary and will appeal to students academician researchers and halal industry practitioners Basic Marketing William D. Perreault,Edmund Jerome McCarthy,1999 Presenting leading principles of marketing for both the domestic and international market this text develops the 4P framework when describing the components of the marketing mix product price place and promotion *Marketing Update, 1991/92* Robert F. Hoel,1991

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