

08 advertising an islamic pdf

Advertising: An Islamic Perspective Dr. Mohammad Ekramol Islam 1 Mohammad Zahedul Alam 2 Abstract Advertising is a major element of promotion tool of a company. Most of the companies spend considerable amounts of money on advertising approximately 25% of the total budget.

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Originality/value It adds to the developing field of Islamic marketing, by being the first attempt of its kind in paving the way for Islamic advertising.

(PDF) A Collection of Islamic Advertising Principles

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4. The Principles of islamic marketing. Introduction. In an era when there is an increased and renewed emphasis on teaching and learning business ethics, the highly pertinent question being raised is the role

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diversion from their cultural and religious values. This paper attempts to integrate the Islamic business ethics in contemporary advertisement practices to find the solution of the ethical dilemma which is created by these materialistic advertisement practices. The focus of Islamic way of business is not just to earn profit but to serve the society.

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Islamic worldview (tasawwur) and Islamic epistemology base of marketing theory, model and approach is rather limited in terms of its development. The situation only covers the form of accommodative-modification and

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