Cases in Strategic Marketing Management: Business Strategies in Muslim Countries

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John A. Quelch World Economic Forum - John A. Quelch Cover image for Cases in strategic marketing management: business strategies in Muslim countries. Title: Cases in strategic marketing management: business strategies in Muslim countries. Author: John A. Quelch. Published by Pearson. ISBN: 9780130283573. This book discusses the challenges and opportunities for businesses operating in Muslim countries. It covers various aspects of marketing including consumer behavior, brand strategy, and HR management. The book also provides insight into the business practices of Muslim countries and how businesses can adapt their strategies to emerging markets. With case studies and insight into the business practices of Muslim countries, this text discusses the limitations, challenges - and opportunities - Western businesses can expect to encounter when marketing in middle eastern countries. The book is a valuable resource for businesses looking to expand into the Muslim market.
A review of influencing factors and constructs on the Iranian feminine apparel market

1. Review subject: Cases in strategic marketing management: Business strategies in Muslim countries.

Islamic Azad Iran is an Islamic country that has adopted the policy of necessary hejab (veil) by women. Thus, the study focuses on the impact of this policy on marketing strategies in the fashion industry. Keywords: Fashion marketing, women, hijab, Islam, Iran.