

ISLAMIC ADVERTISING: THE MALAYSIAN PERSPECTIVE

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The book is a compendium of eleven chapters that fuses the practical and theoretical facets of Islamic advertising and Integrated Marketing Communication (IMC). It is a multifaceted book that commences with the definition of advertising, proceeds to focus on target audiences, includes topics on Islamic advertising theories and research, Islamic advertising media, creativity of Islamic advertising, Islamic advertising regulations and Islamic ethics, fundamentals of IMC, convergence of creative industries in Malaysia and case studies of Islamic advertising in Malaysia and Turkey. The book can be called a 'welcomed paradox', as it is based on the local setting of Malaysia but was written by scholars from across the globe who have profound interest on Islamic advertising and IMC from Communication and Marketing realms. This is a useful guide for diverse stakeholders that are involved in Islamic advertising; academicians, students, advertising industry practitioners and others who have profound interest in Islamic advertising and IMC.



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