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~~Relaxing Piano  
Music: Romantic  
Music, Beautiful  
Relaxing Music,  
Sleep Music,  
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Learned by  
Converting from  
Christianity to  
Islam | Zan*

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*Christ | TEDxHam  
lineUniversity*

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Classical Music  
for Reading -

Mozart, Chopin,  
Debussy,

Tchaikovsky...

~~JOKER — Final~~

~~Trailer — Now~~

~~Playing In~~

~~Theaters~~ **Key**

**\u0026 Peele -**

**Auction Block**

*What is the*

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*Islamic way of  
telling news? |  
Islam Q\ u0026A*

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geometry of  
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UFC 229 press  
conference:  
Conor McGregor v  
Khabib  
Nurmagomedov  
*Enter the secret  
world of the*

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philosophy for a  
happy life | Sam  
Berns |~~

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~~Perspective~~

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~~The Islamic~~

~~Perspective~~



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for Human  
Rights: The  
Impact of the  
COVID-19  
Pandemic Art of  
Dawah | Shaykh  
Kamal El Mekki |  
Rhyme \u0026  
Reason Longevity  
\u0026 Why I now  
eat One Meal a  
Day WCC Reads -

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Discussion on  
Rutger Bregman's  
Humankind: A  
Hopeful History.  
October 28 Our  
~~Materialistic  
Relationship  
With Allah ||  
Nouman Ali Khan~~  
Kids Islamic  
Book Read Aloud:  
The Way to  
Jannah 08

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ISSN (P):

2308-5096

[International  
Journal of  
Ethics in Social  
Sciences Vol. 1  
No. 1, December  
2013]

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Advertising: An  
Islamic  
Perspective. Dr.  
Mohammad Ekramol  
Islam<sup>1</sup>. Mohammad  
Zahedul Alam<sup>2</sup>.  
Abstract.

Advertising is a  
major element of  
promotion tool  
of a company.  
Most of the  
companies spend  
considerable

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amounts of money  
on advertising  
approximately  
25% of the total  
budget.

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An Islamic  
Perspective -  
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An Islamic  
Perspective  
Advertising: An

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Islamic Perspective 107

ii) to supply the necessities to the people in exchange of money and thereby to meet their needs.

Trade and business, from Islamic viewpoint, must be done for the

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welfare of  
mankind. Since,  
advertising is a  
part of business  
that provides  
information  
about the  
products or 08.  
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An Islamic

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recognized,  
adventure as

without

difficulty as

experience about

lesson,

amusement, as

well as

understanding

can be gotten by

just checking

out a books 08

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An Islamic  
Perspective

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The Quran, the  
Islamic holy  
book, does not  
prohibit  
advertising per  
se. Islam does  
not have any  
discernible  
conflict with

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the traditional  
communication  
and societal  
roles of  
advertising and  
acceptance of  
the AIDA model  
(i.e., getting  
Attention,  
holding  
Interest,  
arousing Desire  
and obtaining  
Action); but it

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does have very strong reservations about the contents of the ads, ad presentation and the way ads use photography, music, dance, nudity etc.

Advertisement in  
the Muslim

*Page 20/47*

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World: A  
Critical  
Analysis ...  
Islamic

advertising as  
an approach of  
da'wah can be  
compared to the  
list of  
communication  
activities that  
go by the  
principles of  
da'wah, by

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making people know about their Creator or Allah and His attributes, doing whatever He commanded and refrained from what he prohibits are considered as methods of da'wah (Hussain, 2009).

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Islam and

Advertising: The

Ideal

Stakeholder

Perspective

Since long

advertising is

fraught with ill-

practices of

various nature

and intensities.

It has been

criticized by

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Muslim and non-Muslim scholars alike, making it imperative to call for more ethical...

(PDF) A  
Collection of  
Islamic  
Advertising  
Principles  
The purpose of  
this study is to



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propose and  
develop a new  
perspective in  
Islamic

Marketing by  
Integrating  
Islamic

Marketing  
principles and  
the conventional  
Social Marketing  
discipline., This  
is a conceptual  
study that is

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based on  
academic  
contributions  
gathered from  
the works of key  
academicians of  
Islamic  
Marketing and  
Social Marketing  
discipline.

Social  
marketing: an  
Islamic

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Advertising | An  
Emerald Insight  
Islamic  
Perspective  
The fairness of  
the  
advertisement is  
also an  
important thing  
in the Islamic  
ethical system.  
By fairness it  
means that the  
features and  
quality that is  
being advertised

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and perceived by the people, should be there in the product. Islam believes in equality of rights where justice has a key importance, misleading the people by showing them

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ISLAM: A MUSLIM  
WORLD  
PERSPECTIVE

The paper adopts the methodology of evaluating the prevailing practices of marketing mix from an Islamic perspective with the sole aim to highlight the efficacy and

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strength of an  
Islamic  
ethical...  
Perspective

(PDF) Islamic  
Perspective on  
Marketing Mix  
International  
Academic  
Research Journal  
of Social  
Science 2(1)  
2016 Page 55-60  
55 Antecedence

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that Affect Advertising from  
an Islamic Perspective in  
Malaysia as a Muslim Country

Ima Ilyani  
Ibrahim\*, Nur  
Rashidi Johari,  
Mohamad Niza Md  
Nor, 55

Antecedence that  
Affect Advertising from

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Islamic  
Perspective in  
Malaysia as a  
Muslim Country  
Ima Ilyani  
Ibrahim

Antecedence that  
Affect  
Advertising from  
an Islamic ...  
However,  
previous  
research on the



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topic of Islamic  
advertising or  
advertising from  
an Islamic

perspective has  
been dominated  
by those  
conducted in  
Middle Eastern  
countries

(Saeed, Ahmed &  
Mukhtar, 2001;  
Rice & Al-  
Mossawi, 2002;

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Hassan, Chachi,  
&Latiff, 2008;  
Bari & Abbas,  
2011). There

\*Corresponding  
author. Tel.:  
+44-7594-590823

Investigating  
Islamic  
advertising  
ethics:  
Perceptions of

• • •

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See for example  
advertising or  
promotion of  
Islamic Banking  
has always been  
associated with  
things Islamic  
nuances, but the  
effect appears  
is the  
impression of  
"exclusive" only  
to Muslims.  
These factors

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may lead to a non-Muslim customers not so much. To be able to increase the number of customers.

Islamic Bank  
Analysis of  
Marketing  
Strategy with

...

This study is an

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exploration of the impact of the conservative interpretation of Islam on advertising. Design/methodology/approach – This study critically reviews the literature on advertising in Islam, specifically in

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the context of  
the conservative  
religious Saudi  
Arabia, Islam  
and advertising  
and its  
connection with  
the  
interpretations  
of the  
religiously  
conservative  
segment of Saudi  
Arabian society.

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Islamic

challenges to

advertising- a

Saudi Arabian

perspective

Islamic

perspectives to

management

studies are an

emerging field

of enquiry in

academia. A

review of

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literature on  
Islamic  
Perspective  
it is a  
neglected and  
relatively  
unexplored area  
for research  
work  
(kazmi, 2003) .

International Jou  
rnal of Islamic Man



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Advertising and Business  
Vol. 1 ...

Islamic  
Perspective  
challenges to  
advertising: a  
Saudi Arabian  
perspective

Abdul Cader,  
Akram 2015-06-08

00:00:00 Purpose  
– The purpose of  
this study is to  
synthesize the  
existing

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research on Advertising An  
Islam and  
Islamic  
Perspective  
of the Salafi  
authority of  
Saudi Arabia.  
This study is an  
exploration of  
the impact of  
the conservative  
interpretation  
of Islam on  
advertising.

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Islamic

challenges to

advertising: a

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the existence

advertising

through three

influencing

factors consist

of culture,

control and

emotions from an

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Islamic  
perspective  
conducted in  
Malaysia, i.e.  
Kedah state.

This study  
conducted using  
quantitative  
approach where  
structured  
question was  
designed and the  
data were  
analyzed using

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Advertising An

Islamic

Factors

Perspective  
Influencing

Advertising in

Malaysia from an

...

In Islamic

marketing

ethics, it is

unfair for a

products can

clash with the

traditional and

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Advertising An  
salesperson to  
persuade the  
customers to  
purchase values  
of a country,  
create negative  
impact in the  
products by  
overstating  
their attributes  
which they do  
not minds of  
general public

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Islamic  
and damage the  
brand name

Perspective

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