



ÉTICA, MARKETING Y FINANZAS ISLÁMICAS

By SÁNCHEZ, PILAR

ESIC, MADRID, 2016. Rustica (tapa blanda). Condition: Nuevo. Dust Jacket Condition: Nuevo. 01. Vivimos en una nueva realidad. Algunas tendencias empresariales se consolidan: acciones más éticas y responsables, one to one en microsegmentación y delimitación de nuevos mercados y sectores de actividad. . El cliente de hoy es más exigente, está mejor formado e interactúa. En definitiva, está demandando que se dirijan hacia él tratando su vertiente más emocional. Quien compra, decide. Nuestra función es adaptar la forma de vender a su nueva realidad. El objetivo del libro es hacer un compendio de los diversos elementos que se derivan del islam, en general, y del concepto halal, en particular, sobre el consumidor musulmán. Para lo cual se ha contado con la colaboración de los mejores profesionales y académicos sobre el tema, no solo de España, participan ocho países. Algunos capítulos están escritos en inglés y otros, en castellano. Los autores son locales e interdisciplinares. . El libro se ha estructurado en cuatro partes: ética, marketing, finanzas y consumidor musulmán. En el primer bloque se aborda la ética como elemento vertebrador de la forma de vida económica y empresarial. En la segunda parte, se realiza una visión del marketing islámico. En...



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