Managing Shari’ah-Compliant Businesses to Create Sustainable Value

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Abstract
This introduction to the case study book provides a description of the book and explains why it is indeed timely. Brief descriptions of each of the 15 cases are provided. This book is targeted at academics, researchers, practitioners and policymakers, who are interested in Islamic business and finance.

1 Introduction

Muslim consumers spent about US$2 trillion across the lifestyle sectors, $2.2 trillion in Islamic Finance and $1.24 trillion in food and beverage, 25.4 billion on clothing and apparel, $198 billion on media and entertainment, $169 billion on travel, $83 billion on pharmaceuticals and $57.4 billion on cosmetics in 2016 (The State of Global Islamic Economy, 2016/2017). These products include Islamic finance, Halal food, fashion, travel, media and research, pharmaceuticals and cosmetics, among

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