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to explore Islam's potential
influence on marketing. To
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the product, Islamic*

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*teachings and rulings
(fatwas) have been largely
limited to pronouncing food
items as being halal
(allowed) or not, and almost
any product marketer wanting
to engage Muslim consumers
will find it critical to*

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*have the product certified
as such.*

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among the poorest of the
poor in the world. Around
40% of the Muslim

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January 29, 2016 Publisher:

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unhealthy foods and
beverages is a widely
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the development of childhood*

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obesity and noncommunicable diseases. Food marketing involves the use of numerous persuasive techniques to influence children's food attitudes, preferences and consumption. This systematic review provides a

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