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Keywords: Islamic Finance, Islamic Banking, Monetary Policy, Financial Stability, Sukuk Author's E-Mail Address: MHussain@imf.org; ASshahmoradi@imf.org; RTurk@imf.org 1 The authors would like to thank Gerard Almekinders, Khalid AlSaaed, Samar Maziad, Mohamed Afzal Norat, and Zeine Zeidane for their helpful comments and suggestions.

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1. INTRODUCTION Islamic marketing (IM) is a relatively new development in marketing thought and the term IM has not been addressed satisfactorily in the literature.

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This introduction presents an overview of the key concepts discussed in the subsequent chapters of this book. The book argues that Islamic marketing and

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