

# **40 HADITH REFLECTIONS ON MARKETING & BUSINESS**

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## INTRODUCTION

Many books have been written on the sayings and actions of the Prophet. Called hadith, past scholars have often compiled these in collections of 40 for its blessings, easy remembrance and application.

Inspired by their great works and the athar or narration of ‘Umar bin Al-Khattab which stresses the need for the businessman to know his religion and religious rulings concerning commerce before engaging in business, this book is a collection of 40 hadith with reflections from a marketing and business perspective. It attempts to uncover the many hidden gems of good business practices found in the hadith for the marketer and business owner to be guided from in order to succeed in this world and the hereafter. While magnum opuses such as Sahih Al-Bukhari and Sahih Muslim already contain chapters on business transactions, this book also includes other aspects of marketing such as strategy, product creation, distribution, human communications, measurement and management. The reader will be amazed to find the prophet advising us on seemingly modern marketing concepts and techniques some 14 centuries ago.

Hence, this book was written for the marketer who wants to know how to do his marketing and run his business well, and who is also interested to discover some of the hidden gems of marketing in Islam. Each reflection is based on the text of the hadith and not the chain of narration. Of course these are not just the only 40 hadith one can choose to reflect upon with regards to marketing, and I encourage other collections which reflect on the hadith from other disciplinary viewpoints to keep the prophet alive in our everyday lives.

In this book, for purposes of readability, “he” denotes both masculine and feminine gender. Also, hadith text and translations have been compiled

from sunnah.com, and have been organised according to the classic marketing plan for easy reference.

Compiling this book was not an easy feat, and a deep reflection exercise for this author. The author is also aware of the shortcomings of this book, and encourages the reader to give feedback on how to make future editions better. The author hopes that the reader will find the book enlightening and useful, and if so requests the reader to make a prayer for the author. For Muslim readers, it is of course recommended to offer a prayer to the Prophet when his name is mentioned in this book and elsewhere.

In the hope to receive His mercy.

## CHAPTER 1: MISSION & STRATEGY

### Hadith 1: Correcting the Intention of Marketing

عَنْ أَمِيرِ الْمُؤْمِنِينَ أَبِي حَفْصِ عُمَرَ بْنِ الْخَطَّابِ رَضِيَ اللَّهُ عَنْهُ قَالَ: سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ: "إِنَّمَا الْأَعْمَالُ بِالنِّيَّاتِ، وَإِنَّمَا لِكُلِّ امْرِئٍ مَا نَوَى، فَمَنْ كَانَتْ هِجْرَتُهُ إِلَى اللَّهِ وَرَسُولِهِ فَهَجْرَتُهُ إِلَى اللَّهِ وَرَسُولِهِ، وَمَنْ كَانَتْ هِجْرَتُهُ لِدُنْيَا يُصِيبُهَا أَوْ امْرَأَةٍ يَتَّكِحُهَا فَهَجْرَتُهُ إِلَى مَا هَاجَرَ إِلَيْهِ"

**It is narrated on the authority of Amirul Mu'minin, Abu Hafs 'Umar bin Al-Khattab who said:**

I heard the Messenger of Allah say: "Actions are (judged) by motives (niyyah), so each man will have what he intended. Thus, he whose migration (hijrah) was to Allah and His Messenger, his migration is to Allah and His Messenger; but he whose migration was for some worldly thing he might gain, or for a wife he might marry, his migration is to that for which he migrated." [Al-Bukhari & Muslim]

#### **Application in marketing:**

The marketer must ensure that his intentions for marketing are not for fame nor for making profits as an ultimate end. Rather, his primary intention is to spread that which is good and be of service by offering real valuable solutions to his target audience to the best of his abilities. The marketer should be aware that an act of marketing done in this manner is a form of worship to Allah SWT. In the end, his goal in marketing is to seek the blessings of Allah SWT.

**Further Reflections**

1. Think of one practical idea on how to constantly remind yourself on the underlying intention of your marketing activities.
2. Know someone who may be marketing for profits alone? Think of how best to guide and remind him.