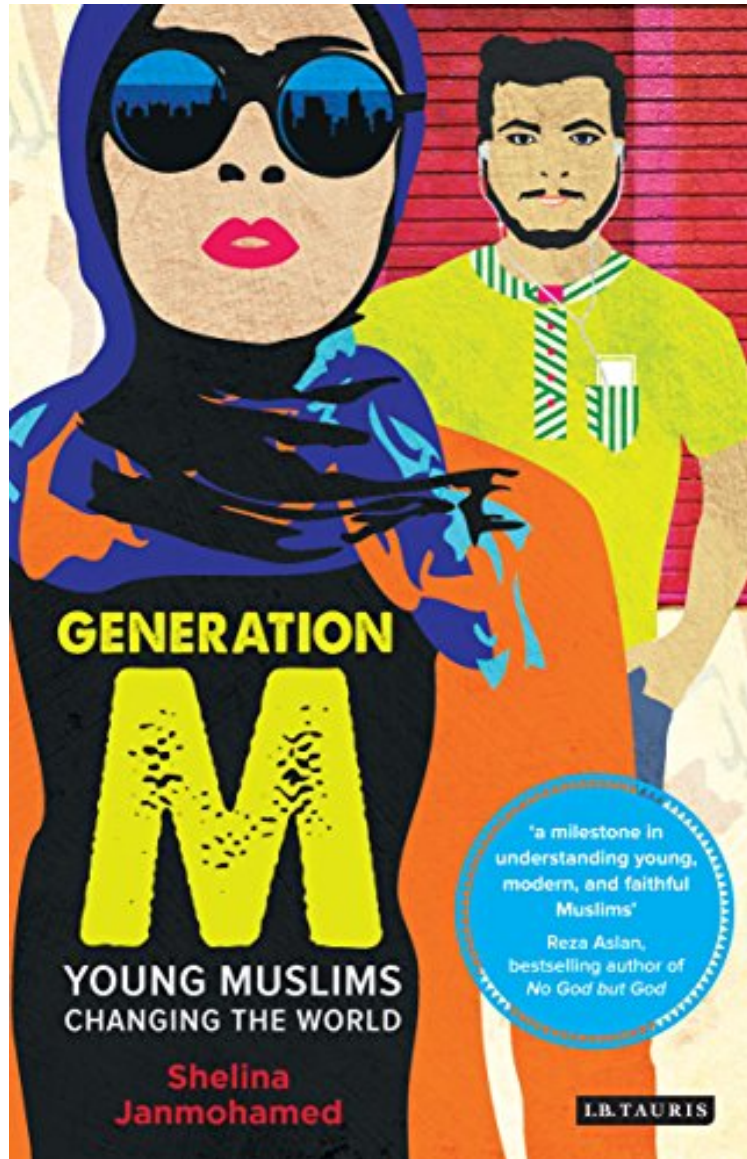


(Download free pdf) Generation M: Young Muslims Changing the World

## Generation M: Young Muslims Changing the World

*Shelina Janmohamed*

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**Shelina Janmohamed : Generation M: Young Muslims Changing the World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Generation M: Young Muslims Changing the World:

0 of 0 people found the following review helpful. Real Muslims ChroniclesBy Papatia FeauxzarShelina Zahra Janmohamed, British author of award winning Love in a Headscarf and vice president of the Islamic Branding consultancy Ogilvy Noor, has just released her new title Generation M. Generation M is a textualized documentary, exposing the diverse nature of young Muslim entrepreneurs of the 21st century. We could also say that it's an exposeacute; by a Muslim insider who knows what it is like to be born Muslim, raised Muslim, and go through life as

a Muslim with seemingly limited choices. The book nails the depiction of contemporary young Muslims: innovative, entrepreneurial, trend catchers and setters, steadfast in faith, and very passionate about improving their lifestyle because they believe that faith and modernity go hand in hand. In my opinion, Generation M, the people, walks the fine line between innovation that adds to Islam and innovation that doesn't add to our faith. Along the way, the lines get blurred a bit and this is where only the future will tell how Generation M handles these challenges. For now, their achievements are celebratory and really good PR. Generation M the book is composed of 15 chapters split into five main parts. Part one introduces 'Salaam, Generation M'; Part two is about 'The Global Muslim Lifestyle'; while part three is 'Culture: The New Muslim Cool';. Part four is titled 'The New Twenty-First Century Ummah'; and finally part five is about 'The Faithful Future'. In part one, Janmohamed says, 'If publishers are guilty of monolithic misery memoirs, then Muslims must also take some of the blame for not sharing our universal experiences in a language and context that everyone can relate to.' This spoke to me because it's true. Our narrative is still lacking, and we must all make the effort to be the curators of our time, of our true history. In Part two, Janmohamed highlights how important halal and tayyab (organic and wholesome) are to Generation M. These concepts are matters that they don't play with. Be a shady vendor and you will not get away with it when they find out because they always do. We also see that halal and tayyab don't stop at meat consumption, they cover a wider radius of seeking out 'good' things. In part three, we find out about Donna Auston and the reasoning behind #BlackMuslimRamadan, amongst other interesting Generation M happenings, while in part four, we see that Generation M is dedicated to changing the hijacked Muslim narrative and telling their own stories. They are global citizens and while there are disagreements and minority doctrines within the ummah, Generation M does not despair, they do their part within the community. Finally in part five, we get the full picture of Generation M. For them, Islam is a complete way of life. It's about living a balanced life that affects the societal, financial, and political sectors. It's not only about praying five times a day. A few years ago, when I took a class on International Business as a requisite for my accounting degree, I learned that non-Muslim companies loved to package their products in green if they intend to sell them in Muslim countries especially the Middle East. When I learned that, being an African Muslim, it didn't bother me at all. It made sense. Muslims love green. I didn't even think, 'Wait a minute, this can raise issues of profiling, unintended stereotyping, etc.' After reading Generation M, I realize that young Muslims will not settle for this ready-made perception of them and it's their right to want the finer things the world has to offer. There are other colours in the colouring clip board they find attractive. They don't want just green, yellow or black. And this is to say that we are humans, just like non-Muslims, we aren't that different from anybody, like many think, and we aren't monolithic. Generation M doesn't chronicle all the building blocks of Generation M, but it certainly snaps an accurate picture of the composition of this generation. In this book, I came across many Muslims changing the world, some new and some I already knew of. Truly, Generation M is so diverse they can't all fit in one book! Above all, Generation M are very creative and crafty individuals masha Allah. They give new meanings to just about everything. The Muslim version of sushi was new to me. Start reading the book today to discover new Muslim inventions. \*I received a review copy\*

What does it mean to be young and Muslim today? There is a segment of the world's 1.8 billion Muslims that is more influential than any other, and will shape not just the future generations of Muslims, but also the world around them: meet 'Generation M'. Tech-savvy and self-empowered, Generation M believe their identity encompasses both faith and modernity. Shelina Janmohamed, award-winning author and leading voice on Muslim youth, investigates this growing cultural phenomenon, at a time where understanding the mindset of young Muslims, and what drives them, is critical. Exploring fashion magazines, social networking and everyday consumer choices, Generation M shows how this dynamic section of our society is not only adapting to Western consumerism, but reclaiming it as its own. From the 'Mipsters' to the 'Haloodies', Halal internet dating to Muslim boy bands, Generation M are making their mark. It's time to get hijabilicious

"timely...Shelina Janmohamed captures here for the first time a generation which is engaged, aspirational, entrepreneurial, fashion-conscious and proudly Muslim" (Alastair Mabbott, Sunday Herald 2016-09-25)"...a milestone in understanding young, modern, and faithful Muslims" (Reza Aslan, bestselling author of No God but God)"A crucial book at a critical time... A must-read" (Lyse Doucet, BBC Chief International Correspondent 2017-01-06)"A compelling account of today's young Muslim consumers" (Paul Polman, CEO of Unilever 2017-01-06)"A fresh and insightful perspective" (Sir Martin Sorrell, founder and CEO of WPP 2017-01-06)"Unparalleled... For those within and concerned with modern Muslim communities" (Professor Reina Lewis, author of Muslim Fashion: Contemporary Style Cultures 2017-01-06)"A vivid account" (Farah Pandith, former Special Representative to Muslim Communities 2017-01-06)About the AuthorShelina Janmohamed is the Vice President of Ogilvy Noor, the world's first bespoke global Islamic branding practice for building brands with Muslim consumers. She is an established author and commentator on Muslim social and religious trends, particularly around young Muslims and Muslim

women and writes regularly for the Times, the BBC and the Guardian. She was named one of the world's 500 most influential Muslims, and specifically one of the UK's 100 most powerful Muslim women. She is the author of the award-winning book *Love in a Headscarf*.