

**The Publishing House devoted to the Middle East and to the Islamic world**

**الثقافة الإسلامية “al-thaqafa al-islamyya”**

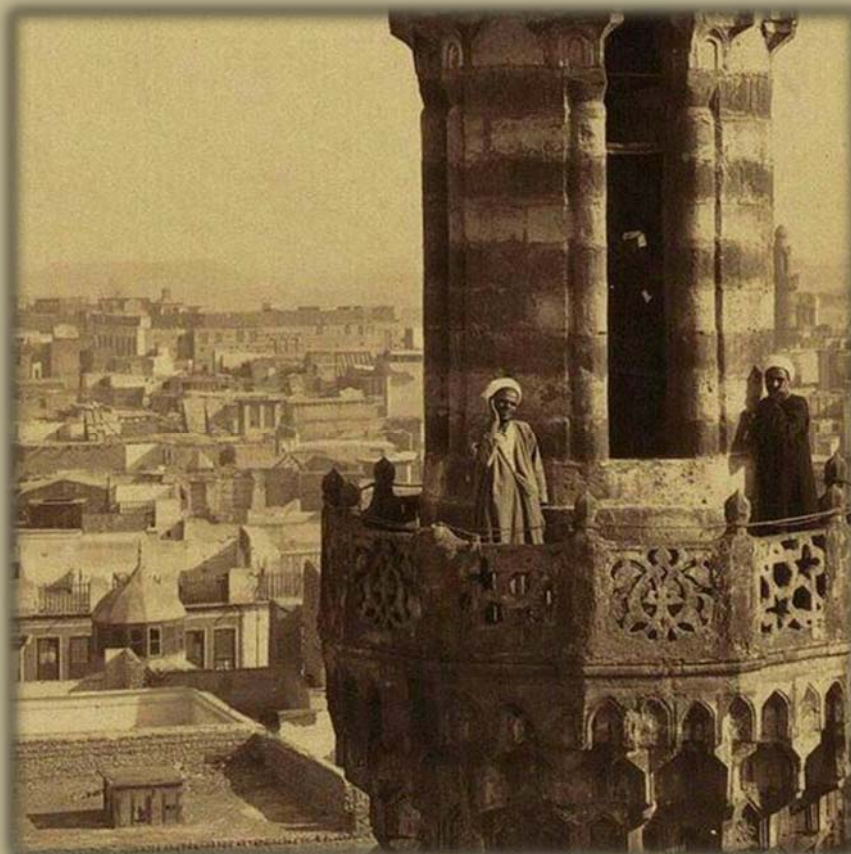


**“The desert, vast, echoing and similar to a deity”**

**T.E.Lawrence**

**ADG PUBLISHING HOUSE**, founded in 2018 by Alberto Di Gennaro, well reputed arabist, author and traveler, as independent publishing house, will focus on developing commissioned contents, books, photobooks, biographies, journals and special issues, covering the fields of Islamic Finance, Islamic Culture and about the Islamic world at large, for clients in the Middle East and international.

**ADG PUBLISHING HOUSE** is a brand managed by **Arab Finance Communication-Italy**



Our goal is the creation of editorial series dedicated to the knowledge and proper dissemination of the cultural values of the Islamic world through editorial works dedicated to the **art, architecture, history, traditions, travels, religion** and to the discovery of **the main cities and heritage sites of the Islamic world**.

We undertake consultancy and development work on cultural and heritage projects.

**ADG PUBLISHING HOUSE** will focus too in publishing and reprinting antique and pioneering books on the above-mentioned fields published earlier, a valuable heritage of the Islamic Culture.

**Arab Finance Communication-Italy** is dealing with marketing, corporate communications, public relations, event management and consultancy services for the Islamic countries.

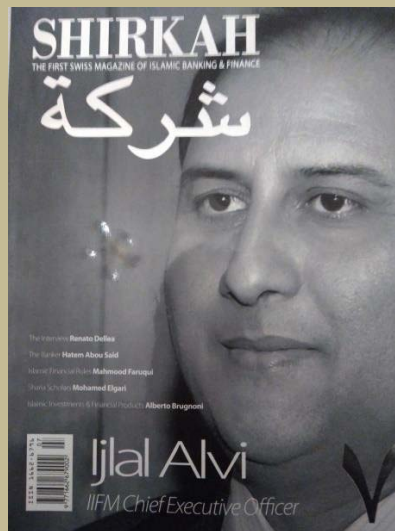


Publishing products conceived and produced by Alberto Di Gennaro during the period 2001 – to date

## MAGAZINES



Year 2005 - 2008

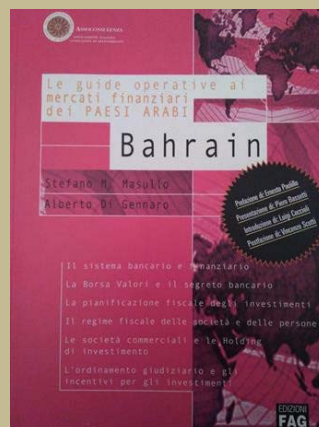


Year 2008 - 2011



Year 2011 - Current

## BOOKS



Year 2001

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## Book Proposal

### WAQF

The Ancient Institution for the Welfare of the Ummah

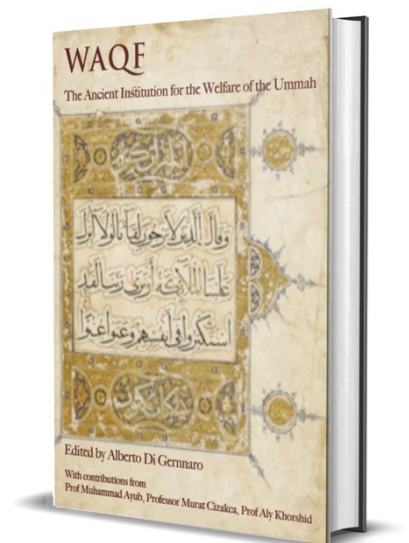
Edited by Alberto Di Gennaro

#### General

This book gathers together the learned writings of three highly distinguished scholars in the field of Islamic studies: Prof Muhammad Ayub, from Pakistan, Professor Murat Cizacka from Turkey and Prof Aly Khorshid, based in the UK.

The material gathered here will be augmented by the new and original research of the famous scholar, writer and researcher, Alberto Di Gennaro, generated from new study at the libraries of Cairo, Fez and Istanbul – the great centres of Islamic scholarship.

This is the first of three volumes in a series dedicated to the Islamic tools for the alleviation of poverty. Publication of *Waqf* will be followed by matching editions: *Zakat* and *Islamic Microfinance*.



#### Book Format

This will be a large format illustrated hardcover book printed on high quality photographic paper:

Trimmed size:	210mm x 148 (portrait)
Text:	196pp + ends; Paper, 80gsm Munken or similar, printed endpapers
Binding:	silver foil stamping on spine & front on cloth over board, casebound
Jacket:	4 colour plus foiling, laminated on 150 gsm matt art paper

#### Contents

Structure of the book:

- **Foreword:** (author to be confirmed)
- **Introduction:** essay presenting original research by Alberto Di Gennaro
- Waqf as a Virtuous Institution and Means to Socio-economic Welfare: Pakistan's Case
  - by Prof Muhammad Ayub
- Awqaf In History and its Implications for Modern Islamic Economies
  - by Professor Murat Cizacka
- Waqf: Instrument for People Welfare and Social Impact Sukuk
  - by Prof Aly Khorshid
- Notes
- Index

## Design

Design, editorial and final print and production will all be to the highest publishing standards in line with other books from Gilgamesh Publishing.

## Timeline

- October / November:
    - o Research underway by Alberto Di Gennaro
    - o Text of other essays being proofread and typeset
  - December - January:
    - o Final proofs of book prepared and finished proofs prepared for sign off
  - March:
    - o Printing and delivery of finished books
  - April:
    - o Launch event in London and elsewhere to promote the book and its message.
- 

## Financial

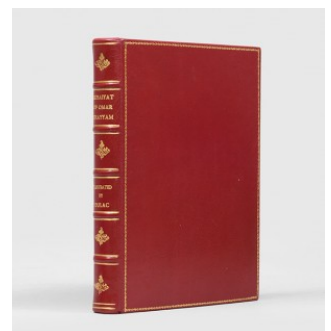
The costs of developing this book range from the printing, editorial and design through to the crucial preparation elements, specifically Dr Alberto Di Gennaro's travel and research for the original material contained here.

To cover all of these elements, the publishers are looking for a sponsorship support of £20,000. In return for this generous support the Sponsor will receive:

- A foreword piece in the opening pages of the book, with name, photograph and sponsor branding
- Sponsor branding and acknowledgement on the imprint page of the book at the beginning, as well as possible Sponsor branding on the cover
- 500 copies of the finished book for distribution to clients, guests, etc.

Other option that can also be considered, separately:

- A book of this stature can serve to be the focus of a high-profile launch event, with Sponsor guests, and Sponsor branding at the event – location to be considered separately.
- Gilgamesh would, in addition, be happy to supply a possible VIP leatherbound edition for gift to suitably high-profile figure with an involvement in Islamic charity and development.
- Alternative language editions (Arabic, French, German, Italian, for example) can also be considered.



**If you have any question, don't hesitate to contact us.**

**For information and orders:**

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