

Martin P. Block Books:

“Understanding China’s Digital Generation” (Heidi Schultz, Don E. Schultz, Martin P. Block) (Prosper, 2013)

“Media Allocation in a Consumer-Controlled Marketplace” (Don E. Schultz, Martin P. Block) (Prosper, 2009)

“Retail Communities: Customer Driven Retailing” (Don E. Schultz, Martin P. Block) (Prosper, 2010)

“Analyzing Sales Promotion” (John C. Totten, Martin P. Block) (Dartnell, 1994)

“Business-to-Business Marketing Research (Martin P. Block, Tamara S. Block) (Thompson, 2005)

“The Power of Marketing at-Retail” (Robert Lijenwall, Sharon L. Dukes) (POPAI, 2008) (Chapter: “Post Promotion Evaluation”)

“Interactive Marketing” (Edward Forrest, Richard Mizerski) (McGraw-Hill, 1996) (Chapter: “Marketing and Communications Engineering”)

“Cable Advertising: New Ways to New Business” (Kensinger Jones, Thomas F. Baldwin, Martin P. Block) (Prentice-Hall, 1987)