

Paul A. Salisbury's Publications

- Paul A. Salisbury, “Green targets: people who buy organic food – a customer acquisition challenge,” *Int. J. Sustainable Strategic Management*, Vol. 4, No. 2, 2013
- Paul A. Salisbury, “Pay to Protect the Environment: Two Issues – Consumers’ Pros/Cons,” *The International Journal of Organisational Behaviour*, 17, (4), 48-60, (2012).
- Paul A. Salisbury, “Old Money: Senior Markets for Financial Services.” *Journal of Professional Services Marketing*. 2 (1/2), Fall/Winter: 75-79 (1986).
- Paul A. Salisbury and Rose S. Beer, “Gimme A Break! Positioning Issues for Medigaps,” *Health Marketing Quarterly*. 3, 4: 33-38 (1986).
- Paul A. Salisbury and Rose S. Beer, “Social Segregation: Barriers to Mobility in Urban Domiciliary Care,” *Housing and Society*. 9, 1: 12-19 (1982).
- Paul A. Salisbury and Rose S. Beer, “Marketing Health Communications: A Case Study of Older Adults,” *Health Education*. 13, 6: 45-49 (1982).
- Paul A. Salisbury, “Older Adults as Older Readers: Newspaper Readership After Age 65.” *Newspaper Research Journal*, 3, 1: 38-44 (1981).
- Albert E. Gollin and Paul A. Salisbury, “Three Ways of Assessing Newspaper Readership Demographics.” *Newspaper Research Journal*, 1, 2: 27-36 (1980).

Monographs:

- Paul Salisbury and Clyde Nunn, Senior Citizens and Newspapers, *Newspaper Adv. Bureau*, 1981.
- Paul Salisbury, Older Adults, Older Readers: What We Know and Need to Find Out, *Newspaper Advertising Bureau*, 1980.
- Kenneth K. Goldstein, Paul A. Salisbury, and W. Phillips Davison, (eds.) *Aging: Research and Perspectives – A Briefing for the Press*, Columbia Journalism Monographs, No. 3, New York: Columbia University, 1979.
- Paul A. Salisbury and Rose S. Beer, “Problems of Neighborhood Location of Congregate Facilities for the Elderly.” and “A Problem of Interior Design: Location of Group-Use Television Sets.” in T. Byerts (ed.) Designing for the Elderly, Washington: *American Institute of Architects*, 1976.