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William G. Zikmund, Ph.D., was a professor of marketing at Oklahoma State University until his death in 2002. He received his bachelor of science degree in marketing from the University of Colorado, a master of science degree from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado.

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-1 BUSINESS RESEARCH The word
research is composed of two syllables, re
and search. The dictionary defines the
former as a prefix meaning again, anew
or over again and the latter as a verb
meaning to examine closely and
carefully, to test and try, or to probe.
Together they form a noun describing a
careful,

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selecting units (e.g., people,
organizations) from a population of
interest so that by studying the sample
we may fairly generalize our results back
to the population from which they were
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William Wallace BSc (Hons), MSc, PhD.
DBA Programme Director and Senior
Teaching Fellow, Edinburgh Business
School (EBS), the Graduate School of
Business at Heriot-Watt University.

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