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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.

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In addition to Exploring Marketing Research, Professor Zikmund authored Essentials of Marketing Research, Business Research Methods, Marketing, Effective Marketing, and a work of fiction, A Corporate Bestiary.

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