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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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Business Research Methods.: Zikmund, William G ...
Business Research Methods 5 CHAPTER -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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Sampling | Research Methods Knowledge Base
Introduction to Business Research 1 Dr 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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