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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

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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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The Marketing Research Process
33 FIGURE 14. Research process
timeline 40. LIST OF TABLES
TABLE 1. Consumer analysis 11
TABLE 2. TOWS Matrix 17

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TABLE 3. Common criteria for
identifying 19 TABLE 4.

Characteristics of Different Types
of Business Research 34 ...

Zikmund (2010, 133-135),
qualitative research focuses on
discovering true inner

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