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William G. Zikmund, Ph.D., was a
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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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closely and carefully, to test and try, or to probe. Together they form a noun describing a careful,

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