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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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Professor Zikmund worked in marketing research for Conway/Millikin Company and Remington Arms Company before beginning his academic career, and he had extensive consulting experience with business and not-for-profit organizations.

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