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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 was a member of several professional organizations, including the American Marketing Association, the Academy of Marketing Science, the Association for Consumer Research, the Society for Marketing Advances, the Marketing Educators' Association, and the Association of Collegiate Marketing Educators.

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