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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

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Business Research Methods 5 CHAPTER
-1 BUSINESS RESEARCH The word
research is composed of two syllables, re

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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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