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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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William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Business Research Methods, South-Western, 9th edition (2013), 978-1439080672. This covers the "survey design" topic in detail. My lectures do not use this textbook.

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