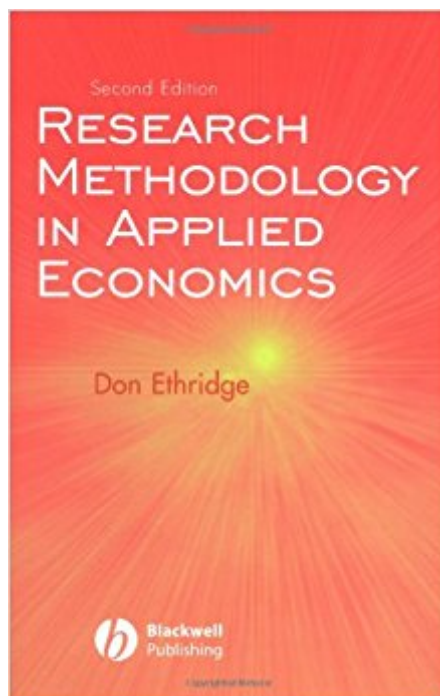


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Don E. Ethridge, Ph.D., is chairman and professor, Department of Agricultural and Applied Economics, Texas Tech University, Lubbock. He has been a student of research methodology for many years and has extensive experience conducting all types of economic research.

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