For
$$\frac{d^2f}{dz^2} + 2(z - \alpha)\frac{df}{dz} + 4f = 0$$
 make the obvious substitution $x = z - \alpha$

This leads to dx = dz and $\frac{d}{dz} = \frac{d}{dx}$, $\frac{d^2}{dz^2} = \frac{d^2}{dx^2}$ and gives

$$\frac{d^2f}{dx^2} + 2x\frac{df}{dx} + 4f = 0, \text{ with } f = f(x) \text{ Take } f(x) = \sum_{n=0}^{\infty} a_n x^n$$

and taking derivatives with respect to x and substitute into this DE gives

$$\sum_{n=0}^{\infty} n(n-1)a_n x^{n-2} + 2x \sum_{n=0}^{\infty} na_n x^{n-1} + 4 \sum_{n=0}^{\infty} a_n x^n = 0$$

Combine terms two and three together gives

$$\sum_{n=0}^{\infty} n(n-1)a_n x^{n-2} + \sum_{n=0}^{\infty} [2n+4]a_n x^n = 0$$

and reindexing the first sum gives

$$\sum_{n=-2}^{\infty} (n+2)(n+1)a_{n+2}x^{n} + \sum_{n=0}^{\infty} (2n+4)a_{n}x^{n} = 0$$

Note in the first sum for n = -2, -1 that the terms are zero so can start this sum at n = 0!, therefore

$$\sum_{n=0}^{\infty} [(n+2)(n+1)a_{n+2} + (2n+4)a_n]x^n = 0$$

From the sum above we have

$$(n+2)(n+1)a_{n+2}+(2n+4)a_n]=0$$

or

$$a_{n+2} = \frac{-(2n+4)}{(n+2)(n+1)} a_n = \frac{-2(n+2)}{(n+2)(n+1)} a_n = \frac{-2}{n+1} a_n$$

Take $a_0 = 1$, $a_1 = 0$ and generate even coefficients

n=0 then
$$a_2 = \frac{-2}{1}a_0 = \frac{-2}{1}(1) = \frac{-2}{1}$$

n=2 then
$$a_4 = \frac{-2}{3}a_2$$

n=4 then
$$a_6 = \frac{-2}{5}a_4$$

n=6 then
$$a_8 = \frac{-2}{7}a_6$$

To get solution in the book we take

$$a_{2} = \frac{-2}{1} \left(\frac{2}{2}\right) = \frac{-4}{1 \cdot 2}$$

$$a_{4} = \frac{-2}{3} a_{2} = \frac{-2}{3} \left(\frac{-4}{1 \cdot 2}\right) = \frac{-2}{3} \left(\frac{-4}{1 \cdot 2}\right) \left(\frac{4}{4}\right) = \frac{2(4)^{2}}{4!}$$

$$a_{6} = \frac{-2}{5} \frac{2(4)^{2}}{4!} \left(\frac{6}{6}\right) = \frac{-2}{5} \frac{2(4)^{2}}{4!} \left(\frac{2 \cdot 3}{6}\right) = \frac{-2 \cdot 3 \cdot 2 \cdot 2(4)^{2}}{6!} = \frac{-2 \cdot 3(4)^{3}}{6!}$$

$$a_{8} = \frac{-2}{7} \left(\frac{-2 \cdot 3(4)^{3}}{6!}\right) \left(\frac{8}{8}\right) = \dots = \frac{2 \cdot 3 \cdot 4(4)^{4}}{8!} = \frac{4!(4)^{4}}{8!}$$

In general

$$a_{2n} = \frac{(-1)^n n! (4)^n}{(2n)!} \text{ therefore } f_1(x) = \sum_{n=0}^{\infty} \frac{(-1)^n n! (4)^n}{(2n)!} x^{2n}$$

or $f_1(z,\alpha) = \sum_{n=0}^{\infty} \frac{(-1)^n n! (4)^n}{(2n)!} (z-\alpha)^{2n}$ (note my index is n instead of m like in book - doesn't matter)

$$a_{n+2} = \frac{-2}{n+1}a_n$$

Take $a_0 = 0$, $a_0 = 1$ and generate odd coefficients

n=1 then
$$a_3 = \frac{-2}{2}a_1 = \frac{-2}{2}(1) = -1$$

n=3 then
$$a_3 = \frac{-2}{4}a_1 = \frac{-2}{4}(-1) = \frac{1}{2}$$

n=5 then
$$a_5 = \frac{-2}{6}a_3 = \frac{-1}{3}\left(\frac{1}{2}\right) = \frac{1}{3 \cdot 2}$$

Start

with n = 0 then

In general
$$a_{2n+1} = \frac{(-1)^n}{n!}$$

therefore
$$f_2(x) = \sum_{n=0}^{\infty} a_{2n+1} x^{2n+1} = \sum_{n=0}^{\infty} \frac{(-1)^n}{n!} x^{2n+1}$$

or

$$f_2(x) = x \sum_{n=0}^{\infty} \frac{(-1)^n}{n!} (x^2)^n$$

Compare this to Taylor expansion for

$$e^{x} = \sum_{n=0}^{\infty} \frac{1^{n}}{n!} x^{n}$$

So
$$e^{-x^2} = \sum_{n=0}^{\infty} \frac{1}{n!} (-x^2)^n = \sum_{n=0}^{\infty} \frac{(-1)^n}{n!} (x^2)^n$$

Therefore

$$f_2(x) = xe^{-x^2}$$

The total solution is

$$f(x) = f_2(x) + f_1(x) = Axe^{-x^2} + B\sum_{n=0}^{\infty} \frac{(-1)^n n! (4)^n}{(2n)!} x^{2n}$$

and in terms of z and α , that is $x = z - \alpha$

$$f(z,\alpha) = A(z-\alpha)e^{-(z-\alpha)^2} + B\sum_{n=0}^{\infty} \frac{(-1)^n n!(4)^n}{(2n)!} (z-\alpha)^{2n}$$