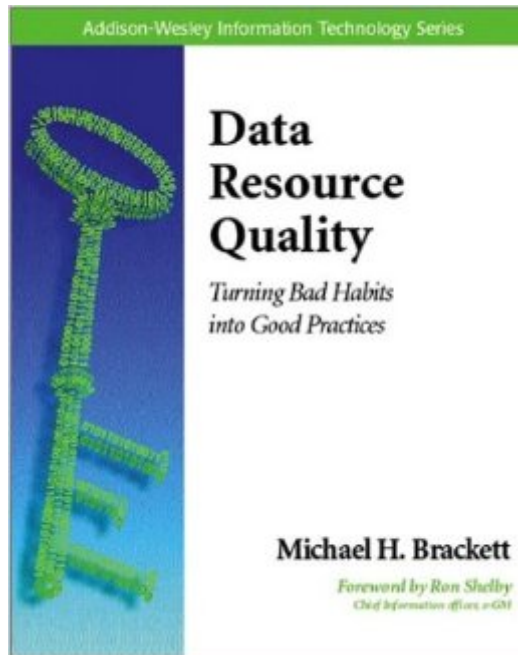


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# Data Resource Quality: Turning Bad Habits Into Good Practices



## Synopsis

Poor data quality hampers today's organizations in many ways: it makes data warehousing and knowledge management applications more expensive and less effective, presents major obstacles to e-Business transformation, slashes day-to-day employee productivity, and translates directly into poor strategic and tactical decisions. In this book, data expert Michael Brackett presents ten "bad habits" that lead to poor data -- and ten proven solutions that enable business managers to transform these bad habits into best practices. Data Resource Quality is organized around ten "bad habits" organizations have fallen into: habits that inevitably reduce data quality, waste resources, increase the cost of using and maintaining data resources, and compromise business strategies. In each case, Brackett shows how the "bad habits" evolved, and exactly how to replace them with best practices that can dramatically improve data quality, starting now. Along the way, Brackett demonstrates exactly how to implement a solid foundation for quality data -- an organization-wide, integrated, subject-oriented data architecture -- and then build a high-quality data resource within that architecture. For all IT managers, consultants, and application users -- in both large and small enterprises.

## Book Information

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## Customer Reviews

Once again Michael Brackett does a great job. I've often thought that Michael is a perfectionist. However, I see more clearly now that he is a wounded soldier that has experienced the battles of data administration. You will find this book exciting - I mean if you love the topic. Michael dictates

the "right" way to set up data administration and the ramifications of not doing so. The book is full of suggestions and pointed comments. I believe that Michael knows the subject as well as anyone, and has a vengeance to correct the chaos that is currently prevalent in this area. Buy it! Read it! Then re-read it! Wait about 6 months and read it again until it sinks in. He's right on target with this one.

Anyone who has read Brackett's previous books knows that his contribution to the data quality arena is fundamental. This book is important because it states the business case for quality data in clear terms and also provides tools and guidelines to succeed in that long (very long) journey.

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