

The Data Asset

How Smart Companies
Govern Their Data for
Business Success



TONY FISHER



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The Data Asset How Smart Companies Govern Their Data For Business Success

Rupa Mahanti



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Big Data Analytics Frank J. Ohlhorst, 2012-11-28 Unique insights to implement big data analytics and reap big returns to your bottom line Focusing on the business and financial value of big data analytics respected technology journalist Frank J Ohlhorst shares his insights on the newly emerging field of big data analytics in Big Data Analytics This breakthrough book demonstrates the importance of analytics defines the processes highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets improve profits and identify new business opportunities Reveals big data analytics as the next wave for businesses looking for competitive advantage Takes an in depth look at the financial value of big data analytics Offers tools and best practices for working with big data Once the domain of large on line retailers such as eBay and Amazon big data is now accessible by businesses of all sizes and across industries From how to mine the data your company collects to the data that is available on the outside Big Data Analytics shows how you can leverage big data into a key component in your business's growth strategy

Master Data Management in Practice Dalton Cervo, Mark Allen, 2011-05-25 In this book authors Dalton Cervo and Mark Allen show you how to implement Master Data Management MDM within your business model to create a more quality controlled approach Focusing on techniques that can improve data quality management lower data maintenance costs reduce corporate and compliance risks and drive increased efficiency in customer data management practices the book will guide you in successfully managing and maintaining your customer

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Data Quality Rupa Mahanti,2019-03-18 This is not the kind of book that you ll read one time and be done with So scan it quickly the first time through to get an idea of its breadth Then dig in on one topic of special importance to your work Finally use it as a reference to guide your next steps learn details and broaden your

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Modern Data Strategy Mike Fleckenstein, Lorraine Fellows, 2018-02-12 This book contains practical steps business users can take to implement data management in a number of ways including data governance data architecture master data management business intelligence and others It defines data strategy and covers chapters that illustrate how to align a data strategy with the business strategy a discussion on valuing data as an asset the evolution of data management and who should oversee a data strategy This provides the user with a good understanding of what a data strategy is and its limits Critical to a data strategy is the incorporation of one or more data management domains Chapters on key data management domains data governance data architecture master data management and analytics offer the user a practical approach to data management execution within a data strategy The intent is to enable the user to identify how execution on one or more data management domains can help solve business issues This book is intended for business users who work with data who need to manage one or more aspects of the organization's data and who want to foster an integrated approach for how enterprise data is managed This book is also an excellent reference for students studying computer science and business management or simply for someone who has been tasked with starting or improving existing data management

Multi-Domain Master Data Management Mark Allen, Dalton Cervo, 2015-03-21 Multi Domain Master Data Management delivers practical guidance and specific instruction to help guide planners and practitioners through the challenges of a multi domain master data management MDM implementation Authors Mark Allen and Dalton Cervo bring their expertise to you in the only reference you need to help your organization take master data management to the next level by incorporating it across multiple domains Written in a business friendly style with sufficient program planning guidance this book covers a comprehensive set of topics and advanced strategies centered on the key MDM disciplines of Data Governance Data

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The New Manager's Survival Guide: Everything You Need to Know to Succeed in the Corporate World Steven Haines, 2016-05-27 Whether you re an experienced employee in a first time managerial role or a complete business novice this guide has everything you need to excel in your field Written in a style designed to help you grasp concepts quickly and effectively The New Manager s Survival Guide provides the information and tools you need to create a solid team department or company It helps you advance your career by covering the nuts and bolts of managing a business which is not often taught in business classes and which even experienced managers sometimes need to brush up on You will learn the ins and outs of management including understanding organizational design building and utilizing teams using data to make smart decisions crafting strategy creating product plans and managing people up down or across organizational lines In addition the book provides new tools for supervisory managers who aren t familiar with the important practice of coaching Plus a self assessment instrument helps you determine your knowledge level beforehand so you can skip the parts you have already mastered and or focus more deeply on practices you need work on

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