



MASTER DATA MANAGEMENT AND DATA GOVERNANCE, 2/E (Database & ERP - OMG)

By Alex Berson, Larry Dubov



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The latest techniques for building a customer-focused enterprise environment

"The authors have appreciated that MDM is a complex multidimensional area, and have set out to cover each of these dimensions in sufficient detail to provide adequate practical guidance to anyone implementing MDM. While this necessarily makes the book rather long, it means that the authors achieve a comprehensive treatment of MDM that is lacking in previous works." -- Malcolm Chisholm, Ph.D., President, AskGet.com Consulting, Inc.

Regain control of your master data and maintain a master-entity-centric enterprise data framework using the detailed information in this authoritative guide. *Master Data Management and Data Governance*, Second Edition provides up-to-date coverage of the most current architecture and technology views and system development and management methods. Discover how to construct an MDM business case and roadmap, build accurate models, deploy data hubs, and implement layered security policies. Legacy system integration, cross-industry challenges, and regulatory compliance are also covered in this comprehensive volume.

- Plan and implement enterprise-scale MDM and Data Governance solutions
- Develop master data model
- Identify, match, and link master records for various domains through entity resolution
- Improve efficiency and maximize integration using SOA and Web services
- Ensure compliance with local, state, federal, and international regulations
- Handle security using authentication, authorization, roles, entitlements, and encryption
- Defend against identity theft, data compromise, spyware attack, and worm infection
- Synchronize components and test data quality and system performance

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Editorial Review

From the Back Cover

“This is a great book about MDM and its impact on our businesses, governments, and in many ways most of our lives. Written in a simple and effective style, it tells the story of how Master Data Management works, what it does, and why we should care very much how it is governed. If you have any interest in MDM, Data, or Information Governance, read this book.” –Steven B. Adler, CIPP, IBM Information Governance Solutions

“The authors have appreciated that MDM is a complex multidimensional area, and have set out to cover each of these dimensions in sufficient detail to provide adequate practical guidance to anyone implementing MDM. While this necessarily makes the book rather long, it means that the authors achieve a comprehensive treatment of MDM that is lacking in previous works. This makes the book especially valuable as a reference work.” –Malcolm Chisholm, Ph.D., President, AskGet.com Consulting, Inc.

“In this book, Alex Berson and Larry Dubov convey the many facets of the value of adopting master data management techniques while ably articulating an implementation roadmap. By maintaining the need to incorporate business process modeling, master data modeling, master metadata management, and data governance, the authors properly frame the necessary ideas for organizational preparation while still providing deep technical detail about both architecture and algorithms. This book is a definite addition to the MDM body of knowledge.” –David Loshin, President, Knowledge Integrity Incorporated

“Alex and Larry have done it again: published a very comprehensive, highly applicable book on MDM and Data Governance that achieves an excellent balance between thought-provoking academic treatment of some very technical subjects, and highly relevant, usable advice on how to achieve success in implementing a successful MDM and Data Governance program. This is a must-read for any program sponsor, CIO, CTO, enterprise architect, information architect, data steward, program manager or practitioner of MDM and Data Governance. This is not a read-and-forget book, but a great reference manual. –Martin Moseley, Chief Architect, CTO, Information Agenda Tiger Team, IBM Software Group

“This work is one of the most comprehensive, clear, well-researched, and insightful guidebooks on master data management and data governance. Larry and Alex did an exceptional job covering these complex topics from many viewpoints including technical, business, architectural, security, industry, social, international, product, and regulatory perspectives. I was so impressed at the level of detail and how much is in this book. The book covers critical principles, concepts, emerging trends, and misconceptions, based upon the author’s extensive experience and research and clarifies keys in creating successful MDM and data governance programs.” –Len Silverston, Best-selling author of *The Data Model Resource Book*, Volumes 1, 2, and 3

“Clearly, Alex Berson and Larry Dubov were hard at work tackling the tough topic of master data governance before the software vendor community had yet found religion (as the market now has ‘active’, ‘passive,’ and my favorite ‘passive-aggressive’ data governance flavors among the many marketing variations).” –Aaron Zornes, Chief Research Officer, The MDM Institute, San Francisco

About the Author

Alex Berson is an internationally recognized expert, thought leader, author, and advisor in the areas of

information management, information security, advanced database technologies, SOA, CRM, data warehousing, mobile computing, and transaction processing, focusing on building complex groundbreaking solutions for financial services, manufacturing, pharmaceutical, and technology companies.

Dr. Larry Dubov is a recognized scientist, IT practitioner, expert, and thought leader in the implementation of complex business-driven technology solutions and products for financial services, banking, telecommunications, and pharmaceutical verticals. His primary focus is on MDM, Master Data Governance, CRM, data warehousing, operational data stores, and SOA.

Users Review

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Robert Warden:

The publication with title MASTER DATA MANAGEMENT AND DATA GOVERNANCE, 2/E (Database & ERP - OMG) has a lot of information that you can understand it. You can get a lot of advantage after read this book. This book exist new know-how the information that exist in this guide represented the condition of the world today. That is important to you to understand how the improvement of the world. This kind of book will bring you in new era of the syndication. You can read the e-book on your smart phone, so you can read the idea anywhere you want.

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