Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information (TM)

Danette McGilvray

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Information is currency. In today's world of instant global communication and rapidly changing trends, up-to-date and reliable information is essential to effective competition. Recent studies show that data quality problems are costing businesses billions of dollars each year, with poor data linked to waste and inefficiency, damaged credibility among customers and suppliers, and an organizational inability to make sound decisions.

In *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information*, Danette McGilvray presents a systematic, proven approach to improving and creating data and information quality within the enterprise. She describes a methodology that combines a conceptual framework for understanding information quality with the tools, techniques, and instructions for improving and creating information quality. Her trademarked "Ten Steps" approach applies to all types of data and to all types of organizations.

* Includes numerous templates, detailed examples, and practical advice for executing every step of The Ten Steps approach.
* Allows for quick reference with an easy-to-use format highlighting key concepts and definitions, important checkpoints, communication activities, and best practices.
* A companion Web site includes links to numerous data quality resources, including many of the planning and information-gathering templates featured in the text, quick summaries of key ideas from The Ten Step methodology, and other tools and information that is available online.

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