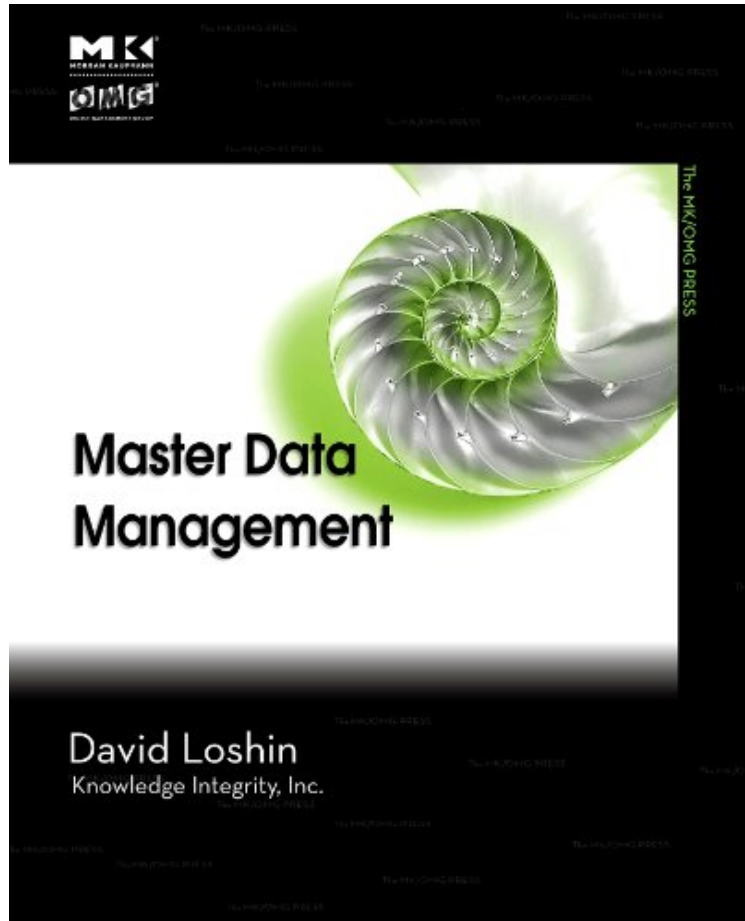


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## Master Data Management (The MK/OMG Press)

*David Loshin*

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**David Loshin : Master Data Management (The MK/OMG Press)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Master Data Management (The MK/OMG Press):

1 of 1 people found the following review helpful. Excellent; EssentialBy Michael TozerI've just finished reading David Loshin's "Master Data Management". And I've been greatly edified by the experience. Within the corpus of this text, Loshin presents a comprehensive overview of the business problems inherent in ineffective master data management together with a thoughtful guide to solving these problems. In reading Loshin's book, one hears the voice of a wise and savvy practitioner. Yet, Loshin writes with an outstanding clarity and economy that, sadly, is too often absent in books of this nature. Whilst reading Loshin's excellent book, I was constantly reminded of the problems that are extant relative to master data management throughout the industry today. Loshin is clearly both an experienced consultant as well as a gifted expositor. We strongly recommend this excellent book to any folks today charged with making key data structures such as customer and product more readily accessible to their user community. Loshin provides an excellent and essential guide. And he comes across as a very nice and knowledgeable guy, to boot. God bless.1 of 1 people found the following review helpful. Must have MDM referenceBy James B. RaperA little dated,

but THE reference for overall master data management theory. This is a must have for anyone planning or contemplating a MDM program. 1 of 1 people found the following review helpful. Best MDM book available By Tuomo Ilonen I want to thank David for writing the book which is easily the best in the market in MDM. It really helped me to understand MDM as a whole and give solid framework. This book has been and will still remain a foundation for my work. It manages to remain in the organisational level not alienating business people with IT jargon.

The key to a successful MDM initiative isn't technology or methods, it's people: the stakeholders in the organization and their complex ownership of the data that the initiative will affect. Master Data Management equips you with a deeply practical, business-focused way of thinking about MDM—an understanding that will greatly enhance your ability to communicate with stakeholders and win their support. Moreover, it will help you deserve their support: you'll master all the details involved in planning and executing an MDM project that leads to measurable improvements in business productivity and effectiveness. \* Presents a comprehensive roadmap that you can adapt to any MDM project. \* Emphasizes the critical goal of maintaining and improving data quality. \* Provides guidelines for determining which data to master. \* Examines special issues relating to master data metadata. \* Considers a range of MDM architectural styles. \* Covers the synchronization of master data across the application infrastructure.

David gives sound, practical advice for business leaders and managers planning a real implementation. His material covers the key business, operational and technical elements of an enterprise reference data and master data program. He delivers a clear description of the functional and technical solutions that are available to business managers. David provides insights that can help business and technology managers to improve strategic planning, manage organizational change and simplify the operational integration of systems and business processes." - Justin S. Magruder, Vice President, Enterprise Information Strategy Management, Freddie Mac Few people can serve as both an academic and a practitioner. David Loshin is one of those people and he is superbly qualified to bring sense to the topic of master data management. He has brought all his skills and experience together in this book. Anyone that is embarking on a master data management initiative will find this book a great resource, from the initial efforts to understanding the business value of master data to the methodical approach to implementation.- Tony Fisher, President, DataFlux "With his new book on MDM, David Loshin has created a comprehensive overview of a complex topic that should be one of the top 5 priorities for CIOs: to transform an enterprise through superior management of its critical business data. Much like the SOA market, MDM needs a separate category of best practices to address the hard business problems that can only be solved through better data governance. This book does a wonderful job of posing these challenges and positing some solutions. A must-have guide for those looking to understand the IT and business issues around master data management" - Anurag Wadehra, Senior VP, Marketing Product Management, Siperian Similar to David's other books on data management; Master Data Management shares a deep understanding of how critical business issue... About the Author David Loshin is President of Knowledge Integrity, Inc., a company specializing in data management consulting. The author of numerous books on performance computing and data management, including "Master Data Management" (2008) and "Business Intelligence - The Savvy Managers' Guide" (2003), and creator of courses and tutorials on all facets of data management best practices, David is often looked to for thought leadership in the information management industry.