

The Practitioner's Guide to Data Quality Improvement

By David Loshin · 2010

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Business problems are directly related to missed data quality expectations. Flawed information production processes introduce risks preventing the successful achievement of critical business objectives. However, these flaws are mitigated through data quality management and control: controlling the quality of the information production process from beginning to end to ensure that any imperfections are identified early, prioritized, and remediated before material impacts can be incurred. "The Practitioner's Guide to Data Quality Improvement" shares the fundamentals for understanding the impacts of poor data quality, and guides practitioners and managers alike in socializing, gaining sponsorship for, planning, and establishing a data quality program. This book shares templates and proce...

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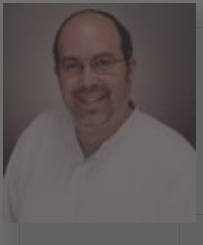
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Author



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 Manager's 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.

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