easy to merge; difficult to do it right

- the challenge is to check what happened after the merge
- **always investigate carefully non-merges**
- **make sure that *ALL* nonmerges are as expected**
- **even matches can be wrong**
○ use lots of des sta to investigate
○ be skeptical: does it makes sense?
- typically non-merges due to diff coding: "Poland$\neq$ "Republic of Poland" "CAMDEN"$\neq$"Camden" etc
- go back and fix it before merge:
- replace to "Poland" from "Republic of Poland"
- often wasn't supposed to merge
○ eg data A: 1995-2000, but B: 1990-1998
- have to be 100% sure that nonmerges and merges are correct!