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Nota di contenuto	Preface; Acknowledgments; 1 Introduction; 2 Cost/Benefit Analysis; 3 Assessing Data Quality, Part I; 4 Assessing Data Quality, Part II; 5 Sampling for Data Quality Assurance; 6 Understanding the Anatomy of Data Quality Problems and Patterns; 7 Identifying Root Causes of Data Quality Problems: A Case of a Health Care Organization; 8 Managing Information as Product; 9 Developing Information Product Maps; 10 Data Quality Initiatives: A Case of a Large Teaching Hospital; 11 Data Quality Policy; 12 End of the Journey?; References; Index
Sommario/riassunto	A guide for assessing an organization's data quality practice and a roadmap for implementing a viable data and information quality management program, based on rigorous research and drawing on real-world examples.