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Autore	Cervo Dalton
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Nota di contenuto	MASTER DATA MANAGEMENT IN PRACTICE: Achieving True Customer MDM; Contents; Foreword; Preface; Acknowledgments; Introduction; PART I: Planning Your Customer MDM Initiative; PART II: The Implementation Fundamentals; PART III: Achieving a Steady State; PART IV: Advanced Practices; Recommended Reading; About the Authors; Index
Sommario/riassunto	Expert guidance for Master Data Management (MDM) implementation Master Data Management in Practice provides a logical order toward planning, implementation, ongoing management, and advanced practices of Customer MDM with tables, graphs, and charts. Authors

Dalton Cervo and Mark Allen show organizations how to implement Master Data Management (MDM) within their business model to create a more quality controlled approach for successfully managing and maintaining their customer master data. This book focuses on techniques that can improve data quality management, lower data mainten
