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# **DAMA DMBOK: Data Management Body Of Knowledge (2nd Edition)**

*Discover how data science can help*

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*you gain in-depth insight into your business - the easy way! Jobs in data science abound, but few people have the data science skills needed to fill these increasingly important roles. Data Science For Dummies is the perfect starting point for IT*

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*professionals and students who  
want a quick primer on all areas of  
the expansive data science space.*

*With a focus on business cases, the  
book explores topics in big data,  
data science, and data engineering,  
and how these three areas are*

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*combined to produce tremendous value. If you want to pick-up the skills you need to begin a new career or initiate a new project, reading this book will help you understand what technologies, programming languages, and*

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*mathematical methods on which to focus. While this book serves as a wildly fantastic guide through the broad, sometimes intimidating field of big data and data science, it is not an instruction manual for hands-on implementation. Here's*

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*what to expect: Provides a  
background in big data and data  
engineering before moving on to  
data science and how it's applied to  
generate value Includes coverage of  
big data frameworks like Hadoop,  
MapReduce, Spark, MPP*

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*platforms, and NoSQL Explains  
machine learning and many of its  
algorithms as well as artificial  
intelligence and the evolution of the  
Internet of Things Details data  
visualization techniques that can be  
used to showcase, summarize, and*

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*communicate the data insights you generate It's a big, big data world out there—let Data Science For Dummies help you harness its power and gain a competitive edge for your organization.*

*This is the definitive introduction to*



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*the field of data management. Use this guide to build consensus, introduce standard definitions, and identify guiding principles for data management gement functions, roles, and deliverables. DAMA-DMBOK references the DAMA*

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*Dictionary of Data Management.*  
*Under the umbrella and support of*  
*the non-profit association DAMA*  
*International, the DAMA*  
*International Foundation is a 501 c*  
*(6) not-for-profit entity, whose*  
*mission is to foster the advancement*

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*of the data management profession  
and community through education  
and research. By purchasing this  
indispensable piece of knowledge  
you will continue to support the  
data management community.*

***DAMA-DMBOK Data Management***

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*Body of Knowledge*

*The Data Whisperer's practical guide to explaining and understanding the strategic value of data management. The need for data management is everywhere across your company. The value of*

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*every digitally transformative  
customer-facing initiative, every  
data science and analytics-based  
project, every as-a-service offering,  
every foray into e-commerce, and  
every enterprise software  
implementation is inextricably*

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*linked to the successful output of data management efforts.*

*Although it is a simple function of garbage in garbage out, that slogan rarely drives any sustainable executive action. We need to tell a better data story. Data Storytelling*

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*is probably the hottest non-technical trend in the technology-related space. But it does not directly support data management because it is focused on analytics or telling stories with data. So, it is time to expand the realm of Data*

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*Storytelling to recognize the role of data management by telling stories about data. Learn how to secure stakeholder involvement and executive commitment to fund and support data management as a systematic, consistent, fundamental*



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*part of your business. This book is for: Data management leaders trying to explain your value to C-Level and business stakeholders. As a practitioner, you may already know how to fix your data, but your business leaders ignore your advice.*

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*When you explain data management to the business, they may nod "yes" on the outside, but they nod off on the inside. Business stakeholders trying to comprehend why data management is important. Many business people may be*

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*frightened, threatened, intimidated,  
or at the very least confused and  
bewildered by the techno-babble  
often associated with data-related  
conversations. If you want to know  
more about why data management  
needs to be a strategic imperative in*

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*your organization, you'll learn it here in simple terms. Data scientists looking to understand better how you connect to "The Business." A recurring struggle I hear from data scientists is the need to get "closer to business." If you are a data*

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*scientist, then you need to understand your company's data story. The more you can align your work to the core value your company delivers, the more successful you will be. This book will help you discover the essence of*

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*why data brings value to your business. Anyone interested in understanding the business value of data management. I offer simple explanations about why data management is essential for your organization. Without going deep*

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*into technical concepts and processes, I focus on the business-related outputs. I share ways you can think about what foundational data does. Its importance is vital for the future of your enterprise. Since this is a book about telling data*

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*stories, I share it through stories  
divided into five sections: My data  
story. Why I know what I know and  
why you should listen to me.  
Everyone's data story. A collection  
of classic, foundational data  
situations relevant to all enterprises.*



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*Framing your data story. A set of simple frameworks about data value. Selling your data story. Tips on creating a compelling narrative. Building your data story. Why you must align with the strategic intentions of your enterprise.*

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*Data Teams*

*Comprehensive Review Questions on  
Each of the Chapters As Well As 2  
Practice Exams*

*Applying the Industry Standard on  
Data Model Quality*

*Data Management Body of*

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*Knowledge [electronic Resource].*

*A Unified Management Model for  
Successful Data-focused Teams*

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*Data Mesh*

This book explains data

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quality management in practical terms, focusing on three key areas - the nature of data in enterprises, the purpose and scope of data quality management, and implementing a data quality management system, in line

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with ISO 8000-61. Examples of good practice in data quality management are also included.

The final edition of the incomparable data warehousing and business intelligence reference,

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updated and expanded The  
Kimball Group Reader,  
Remastered Collection is the  
essential reference for data  
warehouse and business  
intelligence design, packed  
with best practices, design  
tips, and valuable insight

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from industry pioneer Ralph Kimball and the Kimball Group. This Remastered Collection represents decades of expert advice and mentoring in data warehousing and business intelligence, and is the

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final work to be published  
by the Kimball Group.  
Organized for quick  
navigation and easy  
reference, this book  
contains nearly 20 years of  
experience on more than 300  
topics, all fully up-to-date



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and expanded with 65 new articles. The discussion covers the complete data warehouse/business intelligence lifecycle, including project planning, requirements gathering, system architecture,

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dimensional modeling, ETL, and business intelligence analytics, with each group of articles prefaced by original commentaries explaining their role in the overall Kimball Group methodology. Data

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warehousing/business intelligence industry's current multi-billion dollar value is due in no small part to the contributions of Ralph Kimball and the Kimball Group. Their publications are the

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standards on which the industry is built, and nearly all data warehouse hardware and software vendors have adopted their methods in one form or another. This book is a compendium of Kimball Group

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expertise, and an essential reference for anyone in the field. Learn data warehousing and business intelligence from the field's pioneers Get up to date on best practices and essential design tips Gain

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valuable knowledge on every stage of the project lifecycle Dig into the Kimball Group methodology with hands-on guidance Ralph Kimball and the Kimball Group have continued to refine their methods and

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techniques based on thousands of hours of consulting and training. This Remastered Collection of The Kimball Group Reader represents their final body of knowledge, and is nothing less than a vital reference

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for anyone involved in the field.

A glossary of over 2,000 terms which provides a common data management vocabulary for IT and Business professionals, and is a companion to the DAMA



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Data Management Body of Knowledge (DAMA-DMBOK). This glossary is a physical book – it also comes in electronic format as a CD-ROM (see ISBN 9781935504115). Topics include: • Analytics & Data

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Mining • Architecture •  
Artificial Intelligence •  
Business Analysis • DAMA &  
Professional Development •  
Databases & Database Design  
• Database Administration •  
Data Governance &  
Stewardship • Data

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- Management
- Data Modeling
- Data Movement & Integration
- Data Quality Management
- Data Security Management
- Data Warehousing & Business Intelligence
- Document, Record & Content Management
- Finance & Accounting

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Geospatial Data • Knowledge  
Management • Marketing &  
Customer Relationship  
Management • Meta Data  
Management • Multi-  
dimensional & OLAP •  
Normalization • Object-  
Orientation • Parallel

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Database Processing •  
Planning • Process  
Management • Project  
Management • Reference &  
Master Data Management •  
Semantic Modeling • Software  
Development • Standards  
Organizations • Structured

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Query Language (SQL) • XML  
Development

Data-governance programs  
focus on authority and  
accountability for the  
management of data as a  
valued organizational asset.

Data Governance should not

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be about command-and-control, yet at times could become invasive or threatening to the work, people and culture of an organization. Non-Invasive Data Governance™ focuses on formalizing existing

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accountability for the management of data and improving formal communications, protection, and quality efforts through effective stewarding of data resources. Non-Invasive Data Governance will provide you



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with a complete set of tools to help you deliver a successful data governance program. Learn how: • Steward responsibilities can be identified and recognized, formalized, and engaged according to their

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existing responsibility rather than being assigned or handed to people as more work. • Governance of information can be applied to existing policies, standard operating procedures, practices, and

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methodologies, rather than being introduced or emphasized as new processes or methods. • Governance of information can support all data integration, risk management, business intelligence and master data

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management activities rather than imposing inconsistent rigor to these initiatives.

- A practical and non-threatening approach can be applied to governing information and promoting stewardship of data as a

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cross-organization asset. •  
Best practices and key  
concepts of this non-  
threatening approach can be  
communicated effectively to  
leverage strengths and  
address opportunities to  
improve.

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MASTER DATA MANAGEMENT AND  
DATA GOVERNANCE, 2/E  
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DAMA-DMBOK  
Data Governance  
A Practitioner's Guide to  
Data Governance

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The Guide to the Product  
Management and Marketing  
Body of Knowledge

Navigating the Labyrinth

Many enterprises are  
investing in a next-  
generation data lake, hoping  
to democratize data at scale

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to provide business insights and ultimately make automated intelligent decisions. In this practical book, author Zhamak Dehghani reveals that, despite the time, money, and effort poured into them, data



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warehouses and data lakes fail when applied at the scale and speed of today's organizations. A distributed data mesh is a better choice. Dehghani guides architects, technical leaders, and decision makers

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on their journey from monolithic big data architecture to a paradigm that draws from modern distributed architecture. A data mesh considers domains as a first-class concern, applies platform thinking to

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create self-serve data infrastructure, and treats data as a product. This book shows you why and how. Examine the current landscape of data architectures, their underlying characteristics,

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and failure modes Learn how to divide data (and its supporting technology stacks and architecture) into operational data and analytical data Get a complete introduction to data mesh principles and

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logical architecture Create  
a foundation for gaining  
value from analytical data  
and historical facts at  
scale Move beyond a  
monolithic data lake to a  
distributed data mesh  
Multi-Domain Master Data

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Management delivers practical guidance and specific instruction to help guide planners and practitioners through the challenges of a multi-domain master data management (MDM) implementation. Authors Mark

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Allen and Dalton Cervo bring their expertise to you in the only reference you need to help your organization take master data management to the next level by incorporating it across multiple domains. Written in

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a business friendly style with sufficient program planning guidance, this book covers a comprehensive set of topics and advanced strategies centered on the key MDM disciplines of Data Governance, Data



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Stewardship, Data Quality Management, Metadata Management, and Data Integration. Provides a logical order toward planning, implementation, and ongoing management of multi-domain MDM from a

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program manager and data  
steward perspective.

Provides detailed guidance,  
examples and illustrations  
for MDM practitioners to  
apply these insights to  
their strategies, plans, and  
processes. Covers advanced

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MDM strategy and instruction aimed at improving data quality management, lowering data maintenance costs, and reducing corporate risks by applying consistent enterprise-wide practices for the management and

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control of master data.

Information and how we manage, process and govern it is becoming increasingly important as organizations ride the wave of the big data revolution. Ethical Data and Information

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Management offers a practical guide for people in organizations who are tasked with implementing information management projects. It sets out, in a clear and structured way, the fundamentals of ethics,

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and provides practical and pragmatic methods for organizations to embed ethical principles and practices into their management and governance of information. Written by global experts in the field,

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Ethical Data and Information Management is an important book addressing a topic high on the information management agenda. Key coverage includes how to build ethical checks and balances into data

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governance decision making;  
using quality management  
methods to assess and  
evaluate the ethical nature  
of processing during design;  
change methods to  
communicate ethical values;  
how to avoid common problems



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that affect ethical action;  
and how to make the business  
case for ethical behaviours.  
This fully revised and  
updated edition of the  
bestselling Chief Data  
Officer's Playbook offers  
new insights into the role

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of the CDO and the data environment. Written by two of the world's leading experts in data driven transformation, it addresses the changes that have taken place in 'data', in the role of the 'CDO', and the

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expectations and ambitions of organisations. Most importantly, it will place the role of the CDO into the context of a c-suite player for organisations that wish to recover quickly and with long-term stability from the

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current global economic downturn. New coverage includes: - the evolution of the CDO role, what those changes mean for organisations and individuals, and what the future might hold - a focus

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on ethics, the data  
revolution and all the areas  
that help readers take their  
first steps on the data  
journey - new conversations  
and experiences from an  
alumni of data leaders  
compiled over the past three

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years - new chapters and reflections on being a third generation CDO and on working across a broad spectrum of organisations who are all on different parts of their data journey. Written in a highly

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accessible and practical manner, The Chief Data Officer's Playbook, Second Edition brings the most up-to-date guidance to CDO's who wish to understand their position better; to those aspiring to become CDO's; to

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those who might be recruiting a CDO and to recruiters to understand an organisation seeking a CDO and the CDO landscape. The DAMA Guide to the Data Management Body of Knowledge The Kimball Group Reader



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Disrupting Data Governance

The "Orange" Model of Data  
Management

The Path of Least Resistance  
and Greatest Success

The DAMA Guide to the Data  
Management Body (DAMA-DMBOK)

Portuguese Edition

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The DAMA Guide to the Data  
Management Body of Knowledge  
Enterprise Server Version

**Have you already taken a  
CDMP (Certified Data  
Management Professional)  
Data Management Fundamentals  
course from a Registered**

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**Training Provider? Or Have  
you self-studied using the  
DAMA DMBOK 2? Are you still  
not quite confident that you  
are ready to take the  
certification exam? If so,  
you've come to the right  
place! 290 Questions**

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**covering all the chapters of  
DMBOK2 as well as 2 x 100  
question practice exams.**

**Also see the dedicated  
notebook to assist you when  
studying for the CDMP Exam:  
<https://www.amazon.com/dp/B09B46WKXJ>**

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**\*This book is a brief overview of the model and has only 24 pages.\*Almost every data management professional, at some point in their career, has come across the following crucial questions:1. Which industry**

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reference model should I use for the implementation of data management functions?2. What are the key data management capabilities that are feasible and applicable to my company?3. How do I measure the maturity of the

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**data management functions  
and compare that with those  
of my peers in the  
industry. What are the  
critical, logical steps in  
the implementation of data  
management? The "Orange"  
(meta)model of data**

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**management provides a  
collection of techniques and  
templates for the practical  
set up of data management  
through the design and  
implementation of the data  
and information value chain,  
enabled by a set of data**



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**management capabilities. This book is a toolkit for advanced data management professionals and consultants that are involved in the data management function implementation. This book works together with the**

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earlier published "The Data Management Toolkit". The "Orange" model assists in specifying the feasible scope of data management capabilities, that fits company's business goals and resources. "The Data

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**Management Toolkit" is a practical implementation guide of the chosen data management capabilities. This book constitutes the refereed proceedings of five workshops symposia, held at the 38th International**

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**Conference on Conceptual  
Modeling, ER 2019, in  
Salvador, Brazil, in  
November 2019. The 34 papers  
promote and disseminate  
research on theories of  
concepts underlying  
conceptual modeling, methods**

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**and tools for developing and communicating conceptual models, techniques for transforming conceptual models into effective implementations, and the impact of conceptual modeling techniques on**

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**databases, business  
strategies and information  
systems. The following  
workshops are included in  
this volume: Workshop on  
Conceptual Modeling,  
Ontologies and Metadata  
Management for FAIR Data**

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**(FAIR), 6th Workshop on  
Conceptual Modeling in  
Requirements Engineering and  
Business Analysis (MREBA),  
2nd International Workshop  
on Empirical Methods in  
Conceptual Modeling (EmpER),  
8th International Workshop**

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**on Modeling and Management  
of Big Data (MoBiD19), and  
7th International Workshop  
on Ontologies and Conceptual  
Modelling (OntoCom).  
This book constitutes the  
refereed conference  
proceedings of the 14th IFIP**



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**WG 6.11 Conference on e-Business, e-Services and e-Society, I3E 2015, held in Delft, The Netherlands, in October 2015. The 40 revised full papers presented together with 1 keynote panel were carefully**

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**reviewed and selected from  
65 submissions. They are  
organized in the following  
topical sections: adoption;  
big and open data; e-  
business, e-services,, and e-  
society; and witness  
workshop.**

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**Multi-Domain Master Data  
Management  
The DAMA Dictionary of Data  
Management  
Data Model Scorecard**

**The Dama Guide to the Data  
Management Body of Knowledge**

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(Japanese edition)**

**Managing Data Quality  
Advances in Conceptual  
Modeling**

**Data models are the main  
medium used to communicate  
data requirements from**

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**business to IT, and within IT  
from analysts, modelers, and  
architects, to database  
designers and developers.  
Therefore it's essential to get  
the data model right. But how  
do you determine right?**

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**That's where the Data Model  
Scorecard® comes in. The  
Data Model Scorecard is a  
data model quality scoring  
tool containing ten categories  
aimed at improving the quality  
of your organization's data**

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**models. Many of my consulting assignments are dedicated to applying the Data Model Scorecard to my client's data models – I will show you how to apply the Scorecard in this book. This**

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**book, written for people who build, use, or review data models, contains the Data Model Scorecard template and an explanation along with many examples of each of the ten Scorecard categories.**



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**There are three sections: In Section I, Data Modeling and the Need for Validation, receive a short data modeling primer in Chapter 1, understand why it is important to get the data model right in**

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**Chapter 2, and learn about the Data Model Scorecard in Chapter 3. In Section II, Data Model Scorecard Categories, we will explain each of the ten categories of the Data Model Scorecard. There are ten**

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**chapters in this section, each chapter dedicated to a specific Scorecard category: .**  
**Chapter 4: Correctness .**  
**Chapter 5: Completeness .**  
**Chapter 6: Scheme . Chapter 7: Structure . Chapter 8:**

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**Abstraction · Chapter 9:  
Standards · Chapter 10:  
Readability · Chapter 11:  
Definitions · Chapter 12:  
Consistency · Chapter 13: Data  
In Section III, Validating Data  
Models, we will prepare for the**

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**model review (Chapter 14),  
cover tips to help during the  
model review (Chapter 15),  
and then review a data model  
based upon an actual project  
(Chapter 16).**

**An Executive Guide to Data**

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**Management**

**Written by over 120 data  
management practitioners,  
this is the most impressive  
compilation of data  
management principals and  
best practices, ever**

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**assembled. It provides data  
management and IT  
professionals, executives,  
knowledge workers,  
educators, and researchers  
with a framework to manage  
their data and mature their**

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**information infrastructure. The equivalent of the PMBOK or the BABOK, the DAMA-DMBOK provides information on: Data Governance; Data Architecture Management; Data Development; Database**



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**Operations Management; Data  
Security Management;  
Reference & Master Data  
Management; Data  
Warehousing & Business  
Intelligence Management;  
Document & Content**

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**Management; Meta Data  
Management; Data Quality  
Management; Professional  
Development. As an  
authoritative introduction to  
data management, the goals  
of the DAMA-DMBOK Guide**

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**are: To build consensus for a generally applicable view of data management functions; To provide standard definitions for commonly used data management functions, deliverables, roles, and other**

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**terminology; To document  
guiding principles for data  
management; To present a  
vendor-neutral overview to  
commonly accepted good  
practices, widely adopted  
methods and techniques, and**

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**significant alternative approaches; To clarify the scope and boundaries of data management; To act as a reference which guides readers to additional resources for further**

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**understanding.**

**The overall objective of this book is to show that data management is an exciting and valuable capability that is worth time and effort. More specifically it aims to achieve**

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**the following goals: 1. To give a “gentle” introduction to the field of DM by explaining and illustrating its core concepts, based on a mix of theory, practical frameworks such as TOGAF, ArchiMate, and**

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**DMBOK, as well as results from real-world assignments.**

**2. To offer guidance on how to build an effective DM capability in an organization. This is illustrated by various use cases, linked**



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**to the previously mentioned theoretical exploration as well as the stories of practitioners in the field. The primary target groups are: busy professionals who “are actively involved with**

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**managing data”. The book is also aimed at (Bachelor’s/ Master’s) students with an interest in data management. The book is industry-agnostic and should be applicable in different industries such as**

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**government, finance,  
telecommunications etc.  
Typical roles for which this  
book is intended: data  
governance office/ council,  
data owners, data stewards,  
people involved with data**

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**governance (data governance board), enterprise architects, data architects, process managers, business analysts and IT analysts. The book is divided into three main parts: theory, practice, and closing**

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**remarks. Furthermore, the chapters are as short and to the point as possible and also make a clear distinction between the main text and the examples. If the reader is already familiar with the topic**

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**of a chapter, he/she can easily  
skip it and move on to the  
next.**

**14th IFIP WG 6.11 Conference  
on e-Business, e-Services,  
and e-Society, I3E 2015, Delft,  
The Netherlands, October**

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**13-15, 2015, Proceedings  
How to Design, Deploy, and  
Sustain an Effective Data  
Governance Program  
Delivering Data-Driven Value  
at Scale  
Data Management at Scale**

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**Data Storytelling for Data  
Management  
Telling Your Data Story  
Non-Invasive Data  
Governance**

Data governance looks simple  
on paper, but in reality it is a



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complex issue facing organizations. In this practical guide, data experts Uma Gupta and San Cannon look to demystify data governance through pragmatic advice based on real-world experience and

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cutting-edge academic research.  
Setting the Standard for Product  
Management and Marketing  
Many of the leading voices in  
the product management  
profession collaborated closely  
with working product managers

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to develop The Guide to the Product Management and Marketing Body of Knowledge (the ProdBOK(r) Guide). This effort was enhanced by project management, user experience, and business analyst thought

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leaders who further defined and optimized several essential working relationships that improve product manager effectiveness. As a result of this groundbreaking collaboration within the product

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management community and across the adjoining professions, the ProdBOK Guide provides the most comprehensive view of product management and marketing as they apply to a wide range of

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goods and services. The resulting standard provides product managers with essential knowledge to improve the practice of product management and deliver organizational results. This edition of the

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ProdBOK Guide: Introduces a product management lifecycle for goods and services  
Encompasses and defines traditional product development processes such as waterfall, as well as newer approaches that

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fall under the Agile umbrella  
Illustrates the various inputs  
and outputs that product  
managers should consider at  
each phase of the product  
management lifecycle Highlights  
how to optimize the working



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relationship between product management professionals and our counterparts in the project, program, portfolio management, user experience, and business analyst communities Describes essential tools that product

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managers should be aware of  
and utilize as they work to  
create value for their  
Organizations The ProdBOK  
Guide represents an industry-  
wide effort to establish a  
standard for the practice of

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product management. The book was sponsored by the Association of International Product Marketing and Management (AIPMM). Founded in 1998, AIPMM aims to help professionals like you

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attain a higher level of knowledge and enhance the results you bring to your organizations every day. About the Authors Greg Geracie is a recognized product management thought leader and the president

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of Actuation Consulting, a global provider of product management training, consulting, and advisory services to some of the world's most well-known organizations. Greg is the author of the global best seller

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Take Charge Product Management and led the development of the ProdBOK Guide as editor-in-chief. He is also an adjunct professor at DePaul University in Chicago, Illinois. Steven D. Eppinger is

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professor of management  
science and innovation at the  
Massachusetts Institute of  
Technology (MIT) Sloan School  
of Management. Professor  
Eppinger teaches MIT's  
executive programs in product

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development and complex project management. He has co-authored a leading textbook, Product Design and Development (5th edition, 2012, McGraw-Hill), which is used by hundreds of universities around



## Access Free DAMA DMBOK: Data Management Body Of Knowledge (2nd Edition) the world

A lot of companies realize that data is an invaluable asset and has to be managed accordingly. They would also like to get value from data. Everyone wants to be 'data-driven' these

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days. What lies beneath this idea, is the wish to make the decision-making process easier and more effective. It means delivering the required data of acceptable quality to the relevant decision makers when

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and where they need it. In short: a lot of companies have the necessity to manage their data properly. The main question is: how do you put this in practice? Knowing the potential of your data, and

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managing it correctly is the key to an effective and successful business. As a result of well-implemented data management, you will be able to reduce risks and costs, increase efficiency, ensure business continuity and

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successful growth. In this book, we invite you for a five-course dinner. During each course we will explain the steps of our 5-step programme which guarantees successful implementation of data

# Access Free DAMA DMBOK: Data Management Body Of Knowledge (2nd Edition) management.

Written by over 120 data management practitioners, the DAMA Guide to the Data Management Body of Knowledge (DAMA-DMBOK) is the most impressive compilation

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of data management principals and best practices, ever assembled. It provides data management and IT professionals, executives, knowledge workers, educators, and researchers with a

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framework to manage their data and mature their information infrastructure. The equivalent of the PMBOK or the BABOK, the DAMA-DMBOK provides information on: Data Governance Data Architecture



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Management Data Development  
Database Operations  
Management Data Security  
Management Reference  
Data Stewardship  
Balancing theory and practice  
Ethical Data and Information

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Management  
Concepts, Tools and Methods  
The Data Model Toolkit  
Relentlessly Practical Tools for  
Data Warehousing and Business  
Intelligence Remastered  
Collection

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ER 2019 Workshops FAIR,  
MREBA, EmpER, MoBiD,  
OntoCom, and ER Doctoral  
Symposium Papers, Salvador,  
Brazil, November 4 – 7, 2019,  
Proceedings  
Defining a set of guiding principles

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for data management and  
describing how these principles  
can be applied within data  
management functional areas;  
Providing a functional framework  
for the implementation of  
enterprise data management

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practices; including widely adopted practices, methods and techniques, functions, roles, deliverables and metrics;  
Establishing a common vocabulary for data management concepts and serving as the basis for best

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practices for data management professionals. DAMA-DMBOK2 provides data management and IT professionals, executives, knowledge workers, educators, and researchers with a framework to manage their data and mature

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their information infrastructure,  
based on these principles: Data is  
an asset with unique properties;  
The value of data can be and  
should be expressed in economic  
terms; Managing data means  
managing the quality of data; It

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takes metadata to manage data; It takes planning to manage data; Data management is cross-functional and requires a range of skills and expertise; Data management requires an enterprise perspective; Data



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management must account for a range of perspectives; Data management is data lifecycle management; Different types of data have different lifecycle requirements; Managing data includes managing risks associated

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with data; Data management requirements must drive information technology decisions; Effective data management requires leadership commitment. Managing data continues to grow as a necessity for modern

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organizations. There are seemingly infinite opportunities for organic growth, reduction of costs, and creation of new products and services. It has become apparent that none of these opportunities can happen smoothly without data

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governance. The cost of exponential data growth and privacy / security concerns are becoming burdensome. Organizations will encounter unexpected consequences in new sources of risk. The solution to

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these challenges is also data governance; ensuring balance between risk and opportunity. Data Governance, Second Edition, is for any executive, manager or data professional who needs to understand or implement a data

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governance program. It is required to ensure consistent, accurate and reliable data across their organization. This book offers an overview of why data governance is needed, how to design, initiate, and execute a program and how to

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keep the program sustainable. This valuable resource provides comprehensive guidance to beginning professionals, managers or analysts looking to improve their processes, and advanced students in Data Management and

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related courses. With the provided framework and case studies all professionals in the data governance field will gain key insights into launching successful and money-saving data governance program. Incorporates



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industry changes, lessons learned  
and new approaches Explores  
various ways in which data  
analysts and managers can ensure  
consistent, accurate and reliable  
data across their organizations  
Includes new case studies which

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detail real-world situations  
Explores all of the capabilities an  
organization must adopt to  
become data driven Provides  
guidance on various approaches to  
data governance, to determine  
whether an organization should be

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low profile, central controlled,  
agile, or traditional Provides  
guidance on using technology and  
separating vendor hype from  
sincere delivery of necessary  
capabilities Offers readers insights  
into how their organizations can

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improve the value of their data,  
through data quality, data strategy  
and data literacy Provides up to  
75% brand-new content compared  
to the first edition

Adopting the latest technological  
and data related innovations has

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caused many organisations to realise they don ' t have a firm grasp on their basic operational data. This is a problem that Logical Data Models are uniquely qualified to help them solve. The realisation of the need to define a Logical

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Data Model may be driven by any number of reasons including; trying to link Big Data Analytics to operational data, plunging into Digital Marketing, choosing the best SaaS solution, carrying out a core Data Migration, developing a

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Data Warehouse, enhancing Data Governance processes, or even just trying to get everyone to agree on their Product specifications! This book will provide you with the skills required to start to answer these and many similar types of

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questions. It is not written with a focus on IT development, so you don't need a technical background to get the most from it. But for any professional working in an organisation's data landscape, this book will provide



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the skills they need to define high quality and beneficial data models quickly and easily. It does this using a wealth of practical examples, tips and techniques, as well as providing checklists and templates. It is structured into

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three parts: The Foundations:  
What are the solid foundations  
necessary for building effective  
data models? The Tools: What  
Tools are required to enable you to  
specify clear, precise and accurate  
data model definitions? The

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Deliverables: What processes will you need to successfully define the models, what will they deliver, and how can we make them beneficial to the organisation? “ In this data-rich era, it is even more critical for organisations to answer the

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question of what their data means and the value it can bring. Those who can, will gain a competitive advantage through their use of data to streamline their operations and energise their strategies. Core to revealing this meaning, is the

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data model that is now, more than ever, the lynchpin of success. The Data Model Toolkit provides the essential knowledge and skills that will ensure this success. ” – Reem Zahran, Global IT Platform Director, TNS “ We work with

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many enterprise customers to help them transform their technology and it always starts with data. The key is a clear definition of their data quality, completeness and governance. This book shows you step by step how to define and use

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Data Models as powerful tools to define an organisation ' s data and maximise its business benefit. ” – John Casserly, CEO, Xceed Group  
Data stewards in business and IT are the backbone of a successful data governance implementation

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because they do the work to make a company ' s data trusted, dependable, and high quality. Data Stewardship explains everything you need to know to successfully implement the stewardship portion of data



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governance, including how to organize, train, and work with data stewards, get high-quality business definitions and other metadata, and perform the day-to-day tasks using a minimum of the steward ' s time and effort. David

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Plotkin has loaded this book with practical advice on stewardship so you can get right to work, have early successes, and measure and communicate those successes, gaining more support for this critical effort. Provides clear and

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concise practical advice on  
implementing and running data  
stewardship, including guidelines  
on how to organize based on  
company structure, business  
functions, and data ownership  
Shows how to gain support for

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your stewardship effort, maintain that support over the long-term, and measure the success of the data stewardship effort and report back to management Includes detailed lists of responsibilities for each type of data steward and

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strategies to help the Data  
Governance Program Office work  
effectively with the data stewards  
Data Management: a gentle  
introduction  
Facilitating Information Sharing  
(DAMA-DMBOK Guide)

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The Data Management Cookbook  
A Case-Based Approach  
A Practical Guide  
The Chief Data Officer's Playbook  
*Il Data Management Body of  
Knowledge (DAMA-DMBOK2)  
presenta una vista complessiva*

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*delle sfide, complessità e valore di un'efficace gestione dei dati. Le organizzazioni odierne riconoscono che la gestione dei dati è fondamentale per il loro successo. Riconoscono il valore dei loro dati e cercano di sfruttare tale valore.*

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*Con l'aumento della nostra capacità di creare e sfruttare i dati, aumenta anche la necessità di pratiche affidabili di gestione dei dati. La seconda edizione della Guida di DAMA International al Data Management Body of*



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*Knowledge (DAMA-DMBOK2)  
aggiorna e accresce il DMBOK1,  
che ha avuto grande successo.  
Libro di riferimento accessibile e  
autorevole scritto da pensatori  
leader del settore e ampiamente  
recensito dai membri DAMA, il*

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*DMBOK2 riunisce materiali che descrivono in modo esaustivo le sfide del data management e come affrontarle: Definendo una serie di principi guida per il data management e descrivendo come questi principi possono essere*

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*applicati all'interno delle aree funzionali del data management. Fornendo un framework funzionale per l'implementazione dell'enterprise data management, includendo pratiche ampiamente adottate, metodi e tecniche,*

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*funzioni, ruoli deliverable e metriche. Stabilendo un vocabolario comune per i concetti del data management e fornendo il fondamento delle best practice per i data management professional.*

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*practices, ever assembled. It provides data management and IT professionals, executives, knowledge workers, educators, and researchers with a framework to manage their data and mature their information infrastructure.*

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*The equivalent of the PMBOK or the BABOK, the DAMA-DMBOK provides information on:*

- Data Governance*
- Data Architecture Management*
- Data Development*
- Database Operations Management*
- Data Security*

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Master Data Management • Data  
Warehousing & Business  
Intelligence Management •  
Document & Content Management  
• Meta Data Management • Data  
Quality Management •*



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*Professional Development As an authoritative introduction to data management, the goals of the DAMA-DMBOK Guide are:*

- *To build consensus for a generally applicable view of data management functions.*
- *To*

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*provide standard definitions for commonly used data management functions, deliverables, roles, and other terminology. • To document guiding principles for data management. • To present a vendor-neutral overview to*

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*commonly accepted good practices, widely adopted methods and techniques, and significant alternative approaches.*

- *To clarify the scope and boundaries of data management.*
- *To act as a reference which guides readers to*

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*additional resources for further understanding. The Editors are Mark Mosley, Editor - Development, Michael Brackett, Editor - Production, Susan Early, Assistant Editor, and Deborah Henderson, Project Sponsor. The*

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*Foreword is by John Zachman  
(DAMA I Lifetime Achievement  
Award recipient), the Preface is by  
John Schley (DAMA International  
President) and Deborah Henderson  
(DAMA Foundation President,  
DAMA International VP Education*

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*and Research), and the Afterword is by Michael Brackett (DAMA International Lifetime Achievement Award recipient). From the Foreword by John Zachman: The book is an exhaustive compilation of every possible subject and issue*

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*that warrants consideration in initiating and operating a Data Management responsibility in a modern Enterprise. It is impressive in its comprehensiveness. It not only identifies the goals and objectives of every Data*

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*Management issue and responsibility but it also suggests the natural organizational participants and end results that should be expected. The publication began as a non-trivial, sorely needed compilation of*



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*articles and substantive facts about the little understood subject of data management orchestrated by some folks from the DAMA Chicago Chapter. It was unique at the time as there was little substantive reference material on*

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*the subject. It has grown to become this pragmatic practitioner's handbook that deserves a place on every Data Management professional's bookshelf. There is a wealth of information for the novice data*

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*beginner, but it is also invaluable to the old timer as a check-list and validation of their understanding and responsibilities to ensure that nothing “falls through the cracks”! It is impressive in it breadth and completeness. The DAMA-DMBOK*

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*Guide deserves a place on every Data Management professional's bookshelf and for the General Manager, it will serve as a guide for setting expectations and assigning responsibilities for managing and practicing what has*

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*become the very most critical resource owned by an Enterprise as it (the Enterprise) progresses into the Information Age: DATA! Data governance is broken. It's time we fix it. Why is data governance so ineffective? The*

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*truth is data governance programs aren't designed for the way we run our data teams, they aren't even designed for a modern organization at all. They were designed when reports still came through inter-office mail. The flow*

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*of data into, within, and out of today's organizations is a tsunami breaking through rigid data governance methods. Yet our programs still rely on that command and control approach. Have you ever tried to control a*

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*tsunami? Every organization that uses data knows that they need a data governance program. Data literacy efforts and legislation like GDPR have become the bellwethers for our governance functions. But we still sit in data*



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*governance meetings without enough people and too many questions to move things forward. There's no agility to the program because we imply a degree of frailty to the data that doesn't exist. We continue to insist on*

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*archaic methods that bring no value to our organizations. Achieving deep insights from data can't happen without good governance practices. All indicators point to the need to create a resilient and responsive*

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*data governance function. Where we go from here, and how we achieve success in data governance requires a radically different way. The hard truth: it's time to challenge everything we know about data governance.*

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*Laura Madsen shows you how to  
redefine governance for the  
modern age. With a casual, witty  
style Madsen taps on her decades  
of experience, shares interviews  
with other best-in-field experts and  
grounds her perspective in*

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*research. Witness where it all fell apart, challenge long-held beliefs, and commit to a fundamental shift—that governance is not about stopping or preventing usage but about supporting the usage of data. Be able to bring*

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*back trust and value to our data  
governance functions, and learn  
the:*

- People-driven approach to  
governance*
- Processes that  
support the tsunami of data*
- Cutting edge technology that's  
enabling data governance*

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*Organisations increasingly view data as a valuable corporate asset and its effective management can be vital to an organisation's success. This professional reference guide covers all the key areas including database*

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*development, data quality and corporate data modelling. It is not based on a particular proprietary system; it is business focused, providing the knowledge and techniques required to successfully implement the data*



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*management function.*

*Open and Big Data Management  
and Innovation*

*An Actionable Guide to Effective  
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*A Handbook for Aligning the  
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*A Pocket Guide for Implementation  
of Data Management*

*Data Modeling for the Business*

Did you ever try getting  
Businesspeople and IT to agree on the  
project scope for a new application?  
Or try getting Marketing and Sales to  
agree on the target audience? Or try

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bringing new team members up to speed on the hundreds of tables in your data warehouse — without them dozing off? Whether you are a businessperson or an IT professional, you can be the hero in each of these and hundreds of other scenarios by building a High-Level Data Model. The

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High-Level Data Model is a simplified view of our complex environment. It can be a powerful communication tool of the key concepts within our application development projects, business intelligence and master data management programs, and all enterprise and industry initiatives.

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Learn about the High-Level Data Model and master the techniques for building one, including a comprehensive ten-step approach and hands-on exercises to help you practice topics on your own. In this book, we review data modeling basics and explain why the core concepts

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stored in a high-level data model can have significant business impact on an organization. We explain the technical notation used for a data model and walk through some simple examples of building a high-level data model. We also describe how data models relate to other key initiatives you may have

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heard of or may be implementing in your organization. This book contains best practices for implementing a high-level data model, along with some easy-to-use templates and guidelines for a step-by-step approach. Each step will be illustrated using many examples based on actual projects we



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have worked on. Names have been changed to protect the innocent, but the pain points and lessons have been preserved. One example spans an entire chapter and will allow you to practice building a high-level data model from beginning to end, and then compare your results to ours. Building

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a high-level data model following the ten step approach you'll read about is a great way to ensure you will retain the new skills you learn in this book. As is the case in many disciplines, using the right tool for the right job is critical to the overall success of your high-level data model implementation.

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To help you in your tool selection process, there are several chapters dedicated to discussing what to look for in a high-level data modeling tool and a framework for choosing a data modeling tool, in general. This book concludes with a real-world case study that shows how an international

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energy company successfully used a high-level data model to streamline their information management practices and increase communication throughout the organization—between both businesspeople and IT. Data modeling is one of the under-exploited, and potentially very valuable, business

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capabilities that are often hidden away in an organization's Information Technology department. Data Modeling for the Business highlights both the resulting damage to business value, and the opportunities to make things better. As an easy-to follow and comprehensive guide on the 'why' and

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'how' of data modeling, it also reminds us that a successful strategy for exploiting IT depends at least as much on the information as the technology. Chris Potts, Corporate IT Strategist and Author of *fruITion: Creating the Ultimate Corporate Strategy for Information Technology* One of the

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most critical systems issues is aligning business with IT and fulfilling business needs using data models. The authors of Data Modeling for the Business do a masterful job at simply and clearly describing the art of using data models to communicate with business representatives and meet business

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needs. The book provides many valuable tools, analogies, and step-by-step methods for effective data modeling and is an important contribution in bridging the much needed connection between data modeling and realizing business requirements. Len Silverston, author of



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The Data Model Resource Book series  
The latest techniques for building a  
customer-focused enterprise  
environment "The authors have  
appreciated that MDM is a complex  
multidimensional area, and have set  
out to cover each of these dimensions  
in sufficient detail to provide adequate

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practical guidance to anyone implementing MDM. While this necessarily makes the book rather long, it means that the authors achieve a comprehensive treatment of MDM that is lacking in previous works." -- Malcolm Chisholm, Ph.D., President, AskGet.com Consulting, Inc. Regain

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control of your master data and maintain a master-entity-centric enterprise data framework using the detailed information in this authoritative guide. Master Data Management and Data Governance, Second Edition provides up-to-date coverage of the most current

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architecture and technology views and system development and management methods. Discover how to construct an MDM business case and roadmap, build accurate models, deploy data hubs, and implement layered security policies. Legacy system integration, cross-industry challenges, and

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regulatory compliance are also covered in this comprehensive volume. Plan and implement enterprise-scale MDM and Data Governance solutions Develop master data model Identify, match, and link master records for various domains through entity resolution Improve

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efficiency and maximize integration using SOA and Web services Ensure compliance with local, state, federal, and international regulations Handle security using authentication, authorization, roles, entitlements, and encryption Defend against identity theft, data compromise, spyware

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attack, and worm infection

Synchronize components and test data quality and system performance

As data management and integration continue to evolve rapidly, storing all your data in one place, such as a data warehouse, is no longer scalable. In the very near future, data will need to

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be distributed and available for several technological solutions. With this practical book, you'll learn how to migrate your enterprise from a complex and tightly coupled data landscape to a more flexible architecture ready for the modern world of data consumption.



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Executives, data architects, analytics teams, and compliance and governance staff will learn how to build a modern scalable data landscape using the Scaled Architecture, which you can introduce incrementally without a large upfront investment. Author Piethein Strengholt provides

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blueprints, principles, observations, best practices, and patterns to get you up to speed. Examine data management trends, including technological developments, regulatory requirements, and privacy concerns Go deep into the Scaled Architecture and learn how the pieces

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fit together Explore data governance and data security, master data management, self-service data marketplaces, and the importance of metadata

DAMA-DMBOK, Italian Version

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Simple Skills To Model The Real  
World**