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Master Data Management is closely linked to other key initiatives..such as Data Governance and Data Quality, but is a practice in and of itself made up of diverse activities such as matching rules, golden record survivorship rules, and data migration and/or virtualization.” (Donna Burbank and Charles Roe, DATAVERSITY’s 2017 Trends in Data Architecture Report)

Unless you've been living under a rock, you will have heard of Master Data Management (MDM), the information management discipline that presents great opportunities for data quality and data governance professionals.

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Focusing on the much-needed "how" and "where" aspects of MDM planning and implementation, Master Data Management in Practice supports the business practice of Customer MDM from a program manager and data steward perspective. The book presents challenges, questions, advice, instruction, and solutions to help you gain a comprehensive sense of insight and technique that you can immediately apply to your own internal scenarios.

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About this book. In this book, authors Dalton Cervo and Mark Allen show you how to implement Master Data Management (MDM) within your business model to create a more quality controlled approach. Focusing on techniques that can improve data quality management, lower data maintenance costs,...

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Changes in business practices and data requirements are a constant challenge for IT. This chapter explains some good master data management (MDM) practices to keep in mind that can help the customer master data and the MDM model best adapt to and survive organizational change.

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