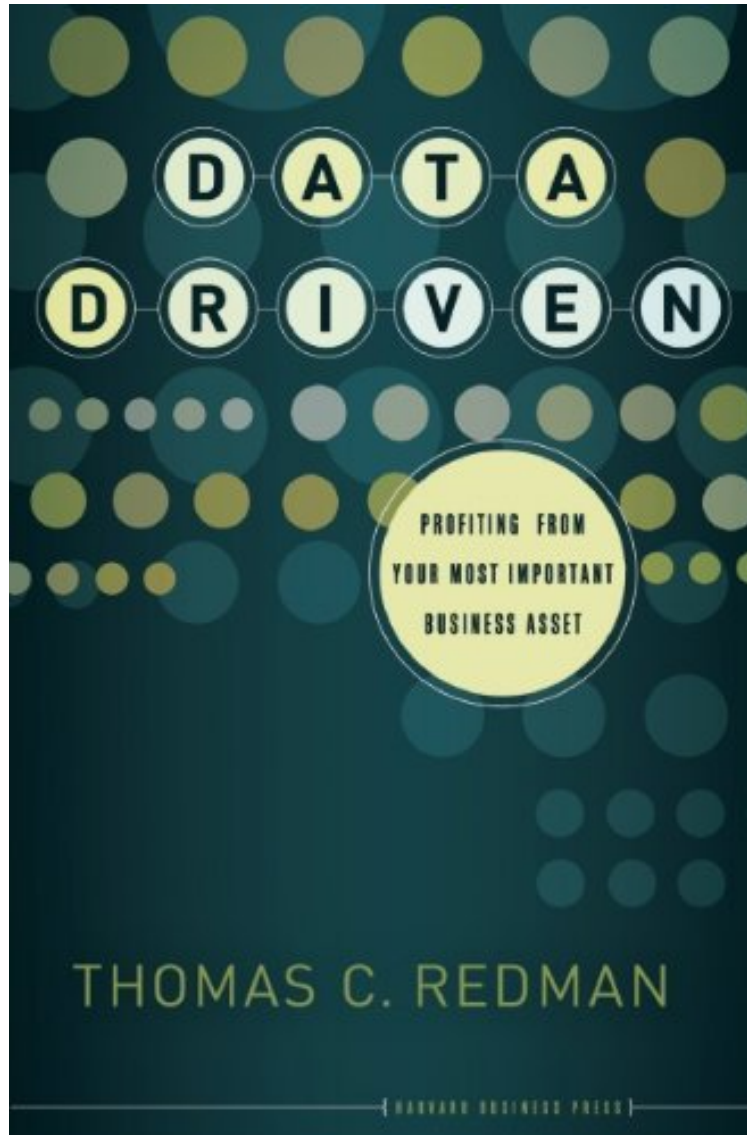


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Data Driven: Profiting from Your Most Important Business Asset

Thomas C. Redman

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Thomas C. Redman : Data Driven: Profiting from Your Most Important Business Asset before purchasing it in order to gauge whether or not it would be worth my time, and all praised Data Driven: Profiting from Your Most Important Business Asset:

1 of 1 people found the following review helpful. A Very Thorough Presentation and a Critical Boost to my Start-up Endeavor By G. Mogan With topics such as the one covered here, laypeople are often tempted to scan through chapters until they find parts that they believe are most relevant to them. While most of the book was relevant to my interests, I did scan some parts here and there. In so doing, I very nearly missed one of Mr. Redman's observations that may turn

out to be the last piece needed to complete my start-up business. We all like "ah-ha" moments. I won't forget my moment, as I re-read the paragraph over and over in disbelief of how it seemed to be directly written to me from the market forces gods. I really thought I had already considered everything (except that sometimes buyers actually have the information advantage over sellers!). This book is likely to have one or more "ah-has" for you too. Mr. Redman is very thorough in his treatment of the issue. Read it pretty carefully. Wherever you are going, he's been there and tells you what to watch for. This book explains the many facets of "data" in a manner that the non-statistician can comprehend. The author's excitement with his topic helps the reader digest even a few of the more technical portions of the book. Mr. Redman was very generous in his use of corporate case studies to support his points. In a field, where there are countless "Johnny-Come-Latelys", the author is clearly a "Johnny-Lifer". I recommend this book to: 1) managers that have not yet traveled far down the data analysis/collection road and 2) any business owner or prospective business owner where data is at all relevant.

0 of 0 people found the following review helpful. One of the best Data Management books, period. By P. CAMPBELLI have been involved in many different aspects of Data Management since the early 1980's, and have a library at home with dozens of books on the subject. I am personally acquainted with many of the big names in the data management field, and am a Founding Member Director of the Belgium Luxembourg chapter of DAMA (Data Management Association), although I am originally from Boston (I came to Belgium in 1991, when I was working for Charlie Bachman Bachman Information Systems). In a word, Tom's "Data Driven" book is SUPERB. Although I typically work in Data Modeling, Data Architecture, Database Design, and Data Warehousing / Analytics, I don't consider myself typical, as when I work for a client I really want to learn everything about what makes the business successful. For the last 10 or 20 years, I have come to the conclusion that the success of data-intensive projects relies primarily on Data Quality, and in this book, Tom takes a very practical look at this, and provides some excellent advice which is understandable to both IT / Data Management people and by business people (after all, this is published by the HBR Press). I regularly recommend this book to people, and in fact right now it is on loan to an Enterprise Data Architect who works in a different industry (so I will ask him to return it shortly, and he can buy his own copy!). Well done, Tom I am looking forward to the next book, even though this book is as relevant and important as it was when released in 2008.

0 of 0 people found the following review helpful. Lots of food for thought. By BB If you are a manager from the business side of a data-oriented organisation, you will find plenty of good ideas here. My one concern is that his perspective seemed to be based on large multinational companies with plenty of top-flight senior people who can be deployed to an improvement process like this. At one point he talked about doing a pilot program in a single department, of say 2500 people, and tasking 30-40 people with the project. Really? This is bigger than many of the main government departments and public regulators in Australia, and all but a few large companies. There was lots of food for thought about ways forward, but I still think mid-sized organisations (500-1500 employees) are going to struggle to get much traction. This is especially so if there is no top-level support for taking people out of their business-as-usual jobs. But this is really a minor quibble on what is a really useful book. If nothing else, get into the habit of preventing errors at source rather than finding and fixing them at a later stage. That alone was worth the price of this book. I also liked the suggestion to do a small-scale experiment to work out where you are on data quality.

Your company's data has the potential to add enormous value to every facet of the organization -- from marketing and new product development to strategy to financial management. Yet if your company is like most, it's not using its data to create strategic advantage. Data sits around unused -- or incorrect data fouls up operations and decision making. In *Data Driven*, Thomas Redman, the "Data Doc," shows how to leverage and deploy data to sharpen your company's competitive edge and enhance its profitability. The author reveals:

- The special properties that make data such a powerful asset
- The hidden costs of flawed, outdated, or otherwise poor-quality data
- How to improve data quality for competitive advantage
- Strategies for exploiting your data to make better business decisions
- The many ways to bring data to market
- Ideas for dealing with political struggles over data and concerns about privacy rights

Your company's data is a key business asset, and you need to manage it aggressively and professionally. Whether you're a top executive, an aspiring leader, or a product-line manager, this eye-opening book provides the tools and thinking you need to do that.