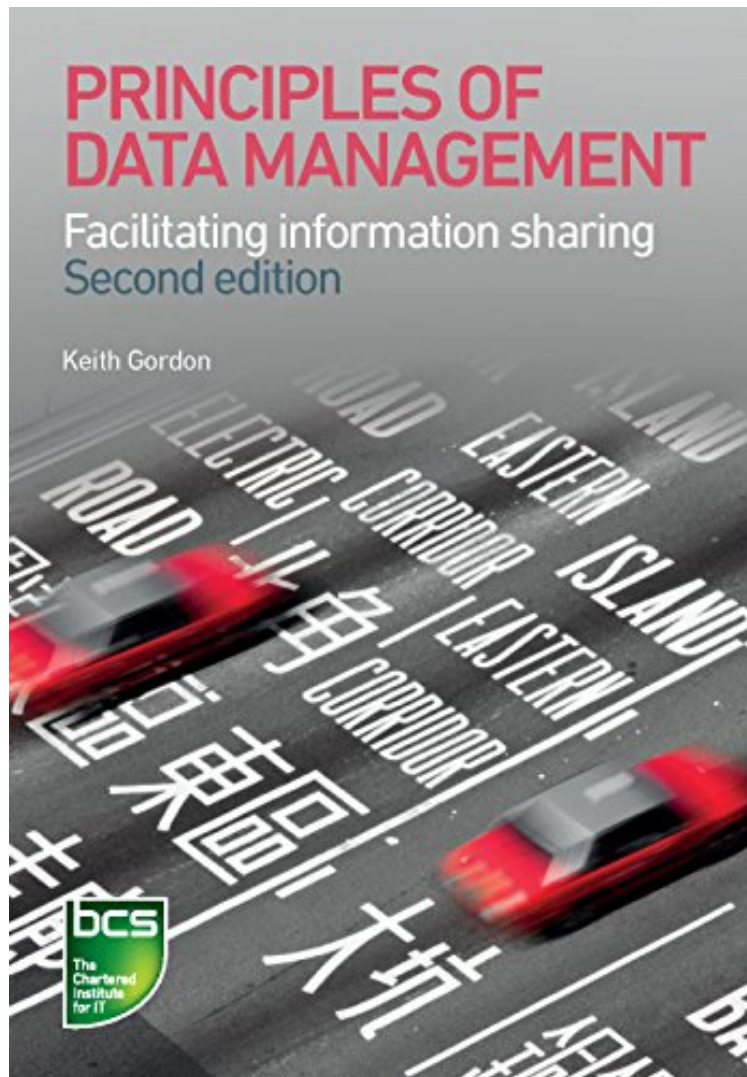


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Keith Gordon

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Keith Gordon : Principles of Data Management: Facilitating information sharing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Principles of Data Management: Facilitating information sharing:

5 of 5 people found the following review helpful. A proper guidebookBy David C. HayIn this book, Keith Gordon has done an excellent job of laying out the full set of dimensions to be addressed for the effective management of an organization's information. He begins with the assertion that information must be recognized as a key corporate resource, along with money, people, buildings, and so forth. He then describes both the technological and business dimensions of that management.This book is a layman's guide to the components of information management. It does begin with a survey defining a bit of history to explain exactly what a database is, and what technologies are behind it.

Quickly, though, Mr. Gordon moves into the area of data modeling, which is a way of representing the structure of an enterprise's data so that it can be discussed with business people. This is ultimately the language that should be used to communicate between the business users of information and the technologists who will provide it. In a world where the data modeling field tends to be dominated by overly complex notations that are fundamentally inaccessible to the public, Mr. Gordon makes effective use of the notation created by Harry Ellis and Richard Barker to present clearly the things of significance to an organization. This notation is without the ornamentation in many notations that is frequently more confusing than illuminating. Again, in Mr. Gordon's view, the objective of modeling is to engage the business in the management of the company's information—which requires them to understand its basic components. This requires attention to the aesthetics and clarity of presentation. In other words, the important thing about this book is that Mr. Gordon uses data models (and in particular corporate data models) to present the principles of data management. This including roles, responsibilities, and benefits of data management. He includes a section on data quality—what it is, issues and causes of poor data quality, the dimensions of poor data quality, and, most significantly, how to improve it. He also discusses data accessibility—security (allowing the right people and only the right people access), integrity (making sure the right people cannot damage the data), and recovery from loss of data. I strongly recommend this book to someone wanting to understand the connection between the management of information and the kinds of technology that must be employed to do so. 0 of 0 people found the following review helpful. 1990s Book on DM By Zaher Alhaj Very generic and academic. It does not catch up with the latest developments in the field as if it was written for Data Management professionals living in early 1990s.

Data is a valuable corporate asset and its effective management can be vital to an organisation's success. This professional guide covers all the key areas of data management, including database development and corporate data modelling. It is business-focused, providing the knowledge and techniques required to successfully implement the data management function. This new edition covers web technology and its relation to databases and includes material on the management of master data.

A vital book for all IS professionals (from business analysts to web developers) who need to understand the effective management of that critical resource, information.--Tony Jenkins "Past Chair, BCS Data Management Specialist Group "I've used and recommended the first edition of Keith's comprehensive text for several years. I've found that both practitioners and students are able to easily make use of these important concepts. I'm very pleased with the expanded and updated treatments in the second edition.--Peter Aiken PhD "Data Blueprint/VCU "Keith Gordon has done an excellent job of laying out the full set of dimensions to be addressed for the effective management of an organization's information.--David Hay "Essential Strategies, Inc. "This book provides a great introduction for anyone involved in data management, or requiring an appreciation of what it is and why it is so important.--Mehmet Hurer About the Author Keith Gordon is an independent consultant and trainer specialising in data management issues. He has spent over 50 years in technical, education and training environments as an engineer, computer consultant, business analyst, education and training manager. He was also an associate lecturer with the Open University for 10 years.