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The key to a successful MDM initiative isn’t technology or methods, it’s people: the stakeholders in the organization and their complex ownership of the data that the initiative will affect.

Master Data Management equips you with a deeply practical, business-focused way of thinking about MDM-an understanding that will greatly enhance your ability to communicate with stakeholders and win their support. Moreover, it will help you deserve their support: you’ll master all the details involved in planning and executing an MDM project that leads to measurable improvements in business productivity and effectiveness.

* Presents a comprehensive roadmap that you can adapt to any MDM project.
* Emphasizes the critical goal of maintaining and improving data quality.
* Provides guidelines for determining which data to “master.”
* Examines special issues relating to master data metadata.
* Considers a range of MDM architectural styles.
* Covers the synchronization of master data across the application infrastructure.

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