

# [PDF] Data Driven: Profiting From Your Most Important Business Asset

Thomas C. Redman - pdf download free book

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**Books Details:**

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**Description:**

**From** \*Starred Review\* The self-appointed Data Doc, consultant Redman (and author of Data Quality: The Field Guide, 2000, plus two others) codifies his (and others) tremendous amount of wisdom about the value of data to business in ways nongeeks will readily grasp—and, one hopes, apply. Recognizing that the ultimate goal—to improve data quality and increase its corporate worth—demands a lot of change within American companies, he carefully positions the soft skills

(that is, rewarding those who advance the cause) as critically as, say, the development of robust data and information management within the business. In fact, his entire book is laid out in the manner of a good change-leadership strategy: prove the business case (some costs of poor data quality, like today's all-too-frightening subprime-mortgage meltdown); demonstrate its uses (like data mining and analytics); and detail the 12 barriers to implementation (for example, politics). Prefer to skim what might initially seem to be a "yawn" topic? Turn right away to the "Big Picture" at the end of each chapter, then go back to the beginning. Engaging, engrossing, and, yes, compelling. --Barbara Jacobs

**About the Author** Thomas C. Redman is President of Navesink Consulting Group and was the first to extend quality principles to data and information. He is the author of Data Quality: The Field Guide, Data Quality for the Information Age, and Data Quality: Management and Technology.

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