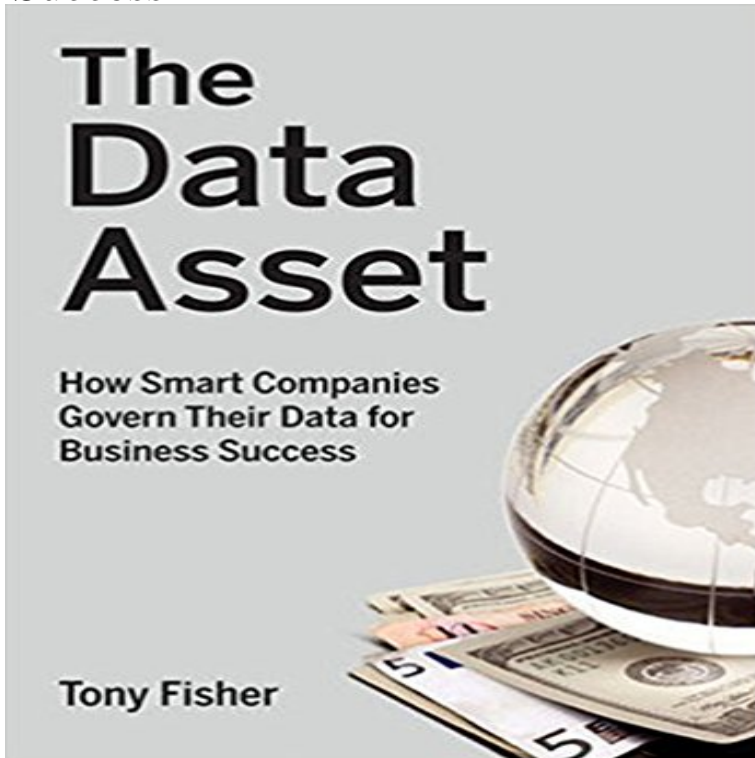


The Data Asset: How Smart Companies Govern Their Data for Business Success



An indispensable guide that shows companies how to treat data as a strategic asset. Organizations set their business strategy and direction based on information that is available to executives. The Data Asset provides guidance for not only building the business case for data quality and data governance, but also for developing methodologies and processes that will enable your organization to better treat its data as a strategic asset. Part of Wileys SAS Business Series, this book looks at Business Case Building; Maturity Model and Organization Capabilities; 7-Step Programmatic Approach for Success; and Technologies Required for Effective Data Quality and Data Governance and, within these areas, covers

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