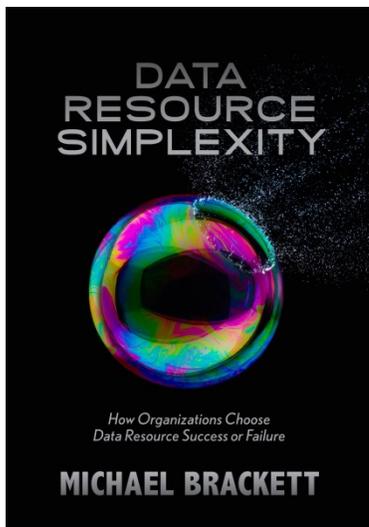# Data Resource Simplexity
How Organizations Choose
Data Resource Success or Failure

Do you fully understand all the data in your organization's data resource? Can you readily find and easily access the data you need to support your business activities? If you find multiple sets of the same data, can you readily determine which is the most current and correct? No? Then consider this book essential reading. It will help you develop a high quality data resource that supports business needs.

Data Resource Simplexity explains how a data resource goes disparate, how to stop that trend toward disparity, and how to develop a high quality, comparate data resource. It explains how to stop the costly business impacts of disparate data. It explains both the architectural and the cultural aspects of developing a comparate data resource. It explains how to manage data as a critical resource equivalent to the other critical resources of an organization—finances, human resource, and real property.

Drawing from his nearly five decades of data management experience, plus his leveraging of theories, concepts, principles, and techniques from disciplines as diverse as human dynamics, mathematics, physics, agriculture, chemistry, and biology, Michael Brackett shows how you can transform your organization's data resource into a trusted invaluable companion for both business and data management professionals.

From the Foreword, by Chris Potts, author of fruITion and recrEAtion:

The challenge, as Michael observes in the very first chapter, is that you can't actually administer, manage, or govern data, only people's choices about data. This crucial and valuable insight - and what to do about it - is one of many that the author offers us from more than 40 years in the 'data game', as he calls it. Tellingly, he has looked outside of the data management discipline for some of the answers we need, thereby persuading us to innovate in our understanding of the problems we have with data, and of the solutions for dealing with those problems.

Michael Brackett has been in data management for over 50 years. During that time he has developed many innovative concepts, principles, and techniques for managing data. He has written ten books and numerous articles on data management. He is a prominent speaker at local, national, and international conferences and has become a legend in data resource management. He has been a member of DAMA International since 1985 and established the DAMA International Foundation in 2004.