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Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information has been one of my

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most complete resources for leading data quality improvement programs. Initially, I used it as a text book in one of the management courses offered in the MSIQ graduate program at UALR but later found it to be very useful in real-world applications.

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Danette is the author of Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™ (Morgan Kaufmann, 2008). An internationally respected expert, her Ten Steps™ approach to information quality has been embraced as a proven method for creating, improving, and managing information and data quality in any organization.

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