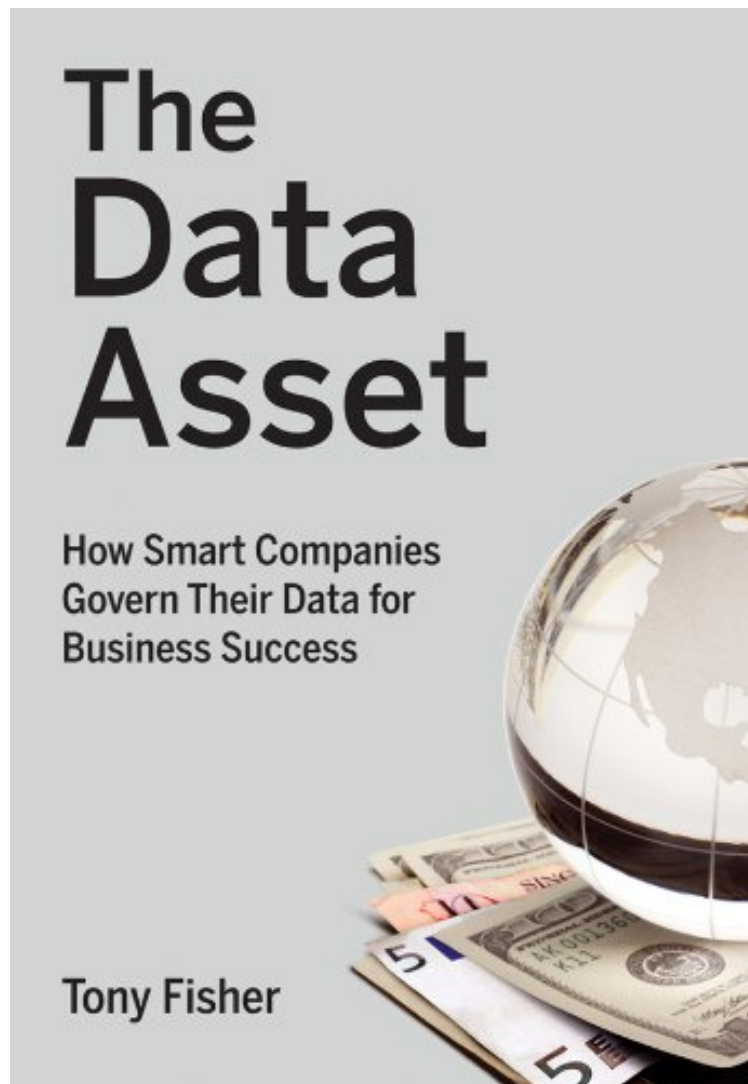


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## The Data Asset: How Smart Companies Govern Their Data for Business Success (Wiley and SAS Business Series)

*Tony Fisher*

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**Tony Fisher : The Data Asset: How Smart Companies Govern Their Data for Business Success (Wiley and SAS Business Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Data Asset: How Smart Companies Govern Their Data for Business Success (Wiley and SAS Business Series):

0 of 1 people found the following review helpful. Five Stars By IlzeBook was delivered pretty fast and no defects. 4 of 5 people found the following review helpful. Simply Outstanding! By Michael Tozer Tony Fisher's book is the best I have ever read on the very important topic of Data Governance in modern enterprises. I must admit that I approach the

discipline of data management from a philosophical, though hopefully pragmatic, point of view. With this in mind, the reader of this review might well imagine how thrilled I was to see a quote from Aristotle, whom Scholastics have styled as "The Philosopher", in the heading of the first chapter of this important and excellent book. The quote was this: "The whole is greater than the sum of the parts." Now, this is a profound proposition. It is also one worthy of both careful consideration and testing. But in the discipline of data management, it is also a guiding beacon. It leads in addition to another profound observation, which heads a later chapter of Fisher's book: "It is a capital mistake to theorize before one has data." Truer words were never spoken. Tony Fisher expands on these, and many more, profound observations throughout this wonderful book. Lest the reader should think that Fisher's book is simply a philosophical tome, let me emphatically state that it is short, pithy, and extraordinarily practical. Never before have I read a better representation of the confluence of the people, processes, and technology necessary to make Data Governance work in the modern organization. I recommend Tony Fisher's excellent book emphatically and without qualification.

1 of 1 people found the following review helpful. Practical Guide with Philosophical Underpinnings By G. Mesick Fisher's book makes an excellent practical guide to managing corporate data. But just because Fisher focuses on the practical, don't get the idea that he isn't aware well-read and capable of wide-ranging connections. And he is entertaining. Where else would you find the Romantic poet Coleridge, the philosopher Aristotle and the novelty songwriter Tom Lehrer quoted in the same business text? (All philosophers in my book, by the way). Lots of foundational knowledge for anyone interested in, or responsible for, data management. But this book alone will not give you a blueprint for success. Each of the principles Fisher discusses will require much thinking, work and resolve in order to take hold. But this book puts it all together in a coherent approach and points you to what you need to learn and do to succeed. That makes this book a great place to start.

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 Wiley's 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 Risk mitigation Cost control Revenue optimization Undisciplined and reactive organizations Proactive organizations Analysis, improvement, and control technology Whether you're a business manager or an IT professional, The Data Asset reveals the methodology and technology needed to approach successful data quality and data governance initiatives on an enterprise scale.

From the Inside Flap Many organizations find that they cannot rely on the information that serves as the very foundation of their business. Unreliable data—whether about your customers, your products, or your suppliers—hinders understanding and affects your bottom line. It seems simple: better data leads to better decisions, which ultimately leads to better business. So why don't executives take data quality and data governance more seriously? The Data Asset: How Smart Companies Govern Their Data for Business Success explores the new shift in the way that successful businesses are thinking about and treating data, moving from simply producing data to a focus on consuming data. Providing you with guidance for building the business case for data quality and data governance, this book also helps you develop the methodologies and processes that will enable your organization to better treat your data as a strategic asset. Author and data quality expert Tony Fisher outlines the rules of data governance and looks at how your business can improve data quality, as well as plan and implement an effective data governance program, with discussion of: Risk mitigation