



## MDM for Customer Data: Optimizing Customer Centric Management of Your Business

---

By Kelvin K.A. Looi

MC Press, LLC. Paperback. Book Condition: new. BRAND NEW, MDM for Customer Data: Optimizing Customer Centric Management of Your Business, Kelvin K.A. Looi, Practical and informal, this manual clearly defines Master Data Management (MDM), a set of processes and tools that consistently define and manage the nontransactional data entities of an organization. Demonstrating how to implement MDM and how to make it complement other IT solutions, this handbook proves that MDM is a fascinating and up-and-coming approach that allows organizations to run customer-centric business operations. With chapters on data governance, MDM data domains, and customer-data case studies, this reference will appeal to programmers, chief information officers, and information technology architects and managers.



**READ ONLINE**  
[ 7.81 MB ]

### Reviews

*If you need to adding benefit, a must buy book. It can be filled with knowledge and wisdom I am easily will get a pleasure of studying a composed publication.*

-- **Trevor Greenholt DDS**

*The book is fantastic and great. It is rally exciting throgh looking at period of time. Your way of life period will likely be change when you full reading this publication.*

-- **Elijah Kuphal**