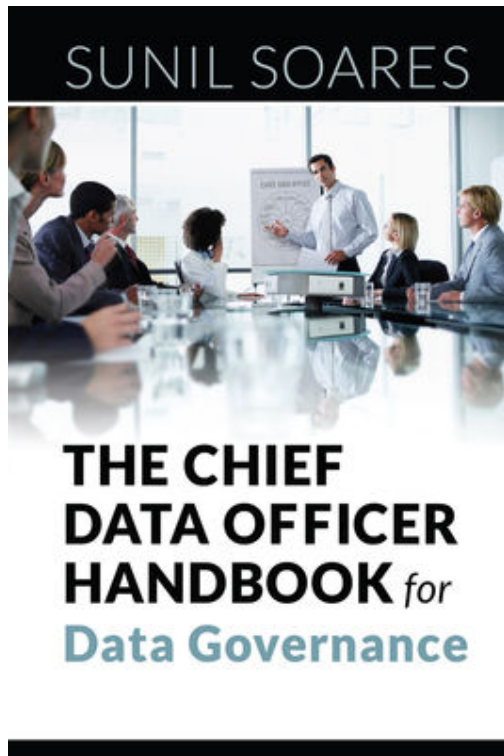


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A practical guide for today's chief data officers to define and manage data governance programs

The relatively new role of chief data officer (CDO) has been created to address the issue of managing a company's data as a strategic asset, but the problem is that there is no universally accepted "playbook" for this role. Magnifying the challenge is the rapidly increasing volume and complexity of data, as well as regulatory compliance as it relates to data. In this book, Sunil Soares provides a practical guide for today's chief data officers to manage data as an asset while delivering the trusted data required to power business initiatives, from the tactical to the transformative. The guide describes the relationship between the CDO and the data governance team, whose task is the formulation of policy to optimize, secure, and leverage information as an enterprise asset by aligning the objectives of multiple functions. Soares provides unique insight into the role of the CDO and presents a blueprint for implementing data governance successfully within the context

of the position. With practical advice CDOs need, this book helps establish new data governance practices or mature existing practices.

Title	:	The Chief Data Officer Handbook for Data Governance
Author	:	Sunil Soares
Catégorie	:	Ordinateurs
Sortie	:	1 avr. 2015
Éditeur	:	MC Press
Pages	:	80
Langue	:	Anglais
File Size	:	1.70MB

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