

Data Quality for the Information Age, Thomas C. Redman, Artech House, Inc. 685 Canton Street, Norwood, MA 02062, 1996, 303 pp, \$69.

Data Quality is the most neglected subject in information technology, in business management or in quality, due to the confusing and ignorance to this all important subject. This book provides a welcome source to fill this vacuum.

The book first highlights the importance of the data quality and its impact to the business operation. The impact can affect the competitiveness and survival of a business, and actually, the process of improving data quality can serve as the model for business process improvement.

This book is divided into three parts, the first part addresses to the business managers about issues such as; why data quality is an important subject for the business operation, and how to proceed and lead the data quality improvement. In this part it also provides two successful stories of data quality improvement with lessons learned. The second part is addressed to the process owners; who create data, utilize the data and directly impacted by the quality of the data. In this part, it describes the process of data creation, some concepts of data quality, and how to measure and improve it. The third part of the book aims at the information professional who creates the enabling mechanism for the data creation and maintenance. The author provides more in depth coverage of what is data and describes the dimension of data quality.

Mr. Redman adeptly brings the quality and process management principles into data quality management and improvement. As the author says, these quality management approaches are not new, only the application is novel. As an example, Dr. Deming's 14 points are rephrased seamlessly into the scene of data quality management.

Other than some arcane academic discussion of data, and the information chain, this book is suitable for almost every person who, in one way or another, utilizes the data, either in creating the data or by being impacted by the quality of the data. In the least, this book is a must reading for the company top managers and the information professional who will benefit the most by reading and understanding the subject, data quality.

Shin Ta Liu
Lynx Systems