

## Data Modeling for the Business: A Handbook for Aligning the Business with IT using High-Level Data Models (Take It with You Guides)


By Steve Hoberman, Donna Burbank, Chris Bradley



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Learn about the High-Level Data Model and master the techniques for building one, including a comprehensive ten-step approach and hands-on exercises to help you practice topics on your own. In this book, we review data modeling basics and explain why the core concepts stored in a high-level data model can have significant business impact on an organization. We explain the technical notation used for a data model and walk through some simple examples of building a high-level data model. We also describe how data models relate to other key initiatives you may have heard of or may be implementing in your organization. This book contains best practices for implementing a high-level data model, along with some easy-to-use templates and guidelines for a step-by-step approach.

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### **Editorial Review**

About the Author

#### **About Steve**

Steve Hoberman is a world-recognized innovator and thought-leader in the field of data modeling. He has worked as a business intelligence and data management practitioner and trainer since 1990. He is the author of **Data Modelers Workbench** and **Data Modeling Made Simple**, the founder of the Design Challenges group and the inventor of the Data Model Scorecard®.

#### **About Donna**

Donna Burbank has a unique perspective on the field of data modeling - having helped design and produce several of the leading metadata and data modeling tools in the market today, as well as having spent many years as a consultant implementing these solutions. As a consultant, she has worked with Global 2000 companies worldwide and as a software provider, she has been instrumental in the development efforts at Platinum Technology, Embarcadero Technologies, and CA.

#### **About Chris**

Christopher Bradley has spent almost 30 years in the field of Information Management working on Master Data Management, Enterprise Architecture, Metadata Management, Data Warehouse and Business Intelligence implementations. Currently, Chris heads the Business Consultancy practice at IPL, a UK based consultancy.

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