

VIRAL DATA IN SOA: AN ENTERPRISE PANDEMIC



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Summary: Praise Quotes for Viral Data in SOA: An Enterprise Pandemic "Data quality is a critical success factor for enterprise data management. Assuring a high level of data quality in a service-oriented architecture proves to be difficult for most organizations. Neal Fishman's book explores the origin of data quality challenges and sheds light on how to tackle complex situations. I found this book packed with practical experience. While reading the book, I learned several effective architectural patterns and implementation tactics. I highly recommend this book for IT architects." Xuegang "Harry" Huang, Solution Architect Business Intelligence Competency Center, Danske Bank Group, Denmark " Viral Data in SOA provides insight into topics that can get easily overlooked in fast-paced businesses. The book should help provide practitioners with the necessary knowledge to minimize or avoid embarrassing mistakes due to data errors. The book definitely drives home the point that data can be misused like any other resource and if improperly handled can do serious damage to the enterprise." Joseph Thomas Farrell, Senior Consultant, Booz Allen Hamilton, United States "Neal sprinkles real-world business stories in the midst of more technical examples to show the importance of trustworthy data in a service-orientated architecture. In his terminology, data can quickly become viral, but in this positive and fun-to-read book, Neal encourages individuals and organizations to take an aggressive stand in getting the most out of their service-oriented solutions." Lisa Seacat, Master Inventor and Software Engineer, IBM, United States "I thoroughly enjoyed reading Viral Data in SOA. The book is written in such a way that it can appeal to everyone from the novice to guru." Miranda Needham, Computer Systems Analyst, Montana Department of Transportation, United States "When I first laid...



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