



The Information and Data Quality Newsletter

International Association for Information and Data Quality
iaidq.org



The Information and Data Quality Newsletter

Newsletter of the International Association for Information and Data Quality
iaidq.org

In this Issue...

FROM THE IAIDQ PRESIDENT3
Ben Reed
FROM THE EDITOR-IN-CHIEF5
Michelle C. Dy
INFORMATION QUALITY PRINCIPLES: CUSTOMER FOCUS—THE BEGINNING AND THE END OF IQ 6
Larry P. English
UNDERSTANDING THE RANCOR BETWEEN IT AND “THE BUSINESS” 12
Thomas C. Redman, Ph.D.
ENTERPRISE DATA MODELING: 10 MISTAKES TO AVOID 14
Ben Reed
THE DATA AND INFORMATION QUALITY FUNCTION: WHERE SHOULD THIS BE POSITIONED WITHIN YOUR ORGANIZATION? 18
Alberto Villari
FORTHCOMING EVENTS 22
IAIDQ WEBSITE: HELP WANTED 22
CALLS TO ACTION 23
CALL FOR CONTRIBUTIONS 24