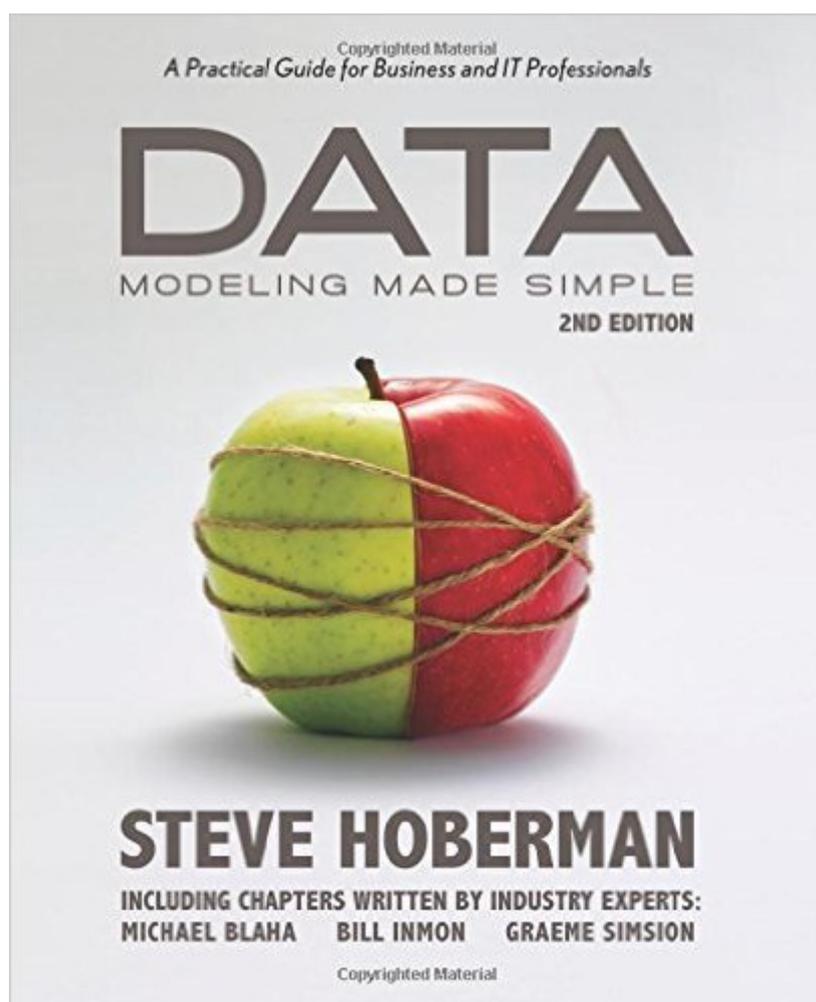


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# Data Modeling Made Simple: A Practical Guide For Business And IT Professionals, 2nd Edition



## Synopsis

Data Modeling Made Simple will provide the business or IT professional with a practical working knowledge of data modeling concepts and best practices. This book is written in a conversational style that encourages you to read it from start to finish and master these ten objectives: Know when a data model is needed and which type of data model is most effective for each situation Read a data model of any size and complexity with the same confidence as reading a book Build a fully normalized relational data model, as well as an easily navigatable dimensional model Apply techniques to turn a logical data model into an efficient physical design Leverage several templates to make requirements gathering more efficient and accurate Explain all ten categories of the Data Model Scorecard Learn strategies to improve your working relationships with others Appreciate the impact unstructured data has, and will have, on our data modeling deliverables Learn basic UML concepts Put data modeling in context with XML, metadata, and agile development

## Book Information

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## Customer Reviews

I have taught data modeling at local colleges from thick, expensive books. I wish I had used this one instead. The examples begin with business cards and ice cream cones -- things people know -- instead of dropping the reader into the middle a major corporation. The writing style is simple, clean and chatty. Each chapter ends with a list of the key points, so you check yourself. What surprised me is how much he covered without giving you the feeling that you were being buried by too much technical stuff at once. In short, the title was accurate -- it really did make Data Modeling simple!

The subtitle, "A Practical Guide for Business and IT Professionals", describes an important reason to read this book. Often it is hard to make Business People understand why a Data Model is as valuable to them as it is to the Database Administrators who will ultimately build the physical database. Steve Hoberman gives us questions to ask the Business that will allow them to fully understand their needs and allow us to capture and communicate those requirements in a form known as a Logical Data Model. I would recommend this book for those wanting to know more about data models because it is easy to read and understand. At the same time I would recommend it for experienced data professionals because it reinforces and reminds us of the concepts and practices we should all be following as we create our "blueprints" for data.

I wish I had found this book earlier! I have tried understanding data modeling in the past, only to be confounded on how to generate value in real world. This book makes that real life applicability possible. Following are my favorites about this book:

1. This book makes you 'think' data. Each concept is articulated in clear, concise, and practical words, and shows how to make sense of it in the real world.
2. Brings out the context of why, what and how about data modeling in a practical way.
3. There are recommendations on how and when to use certain techniques.
4. Gives a well rounded and practicable context on data/data modeling, the interactions that surround the business of receiving, providing and eliciting data, in a sense the various modes and settings that data communication and data modeling occurs in, and how to deal with it.
5. Gives you a new perspective on 'data' and 'data modeling' (Wanted to leave this point for last, as this is the most profound one out of all). Once absorbed, its so simple, makes you wonder why it was difficult in the past.

The second edition, also talks about capturing requirements and its various methods. In fact, I am embarking on a data requirements project and find these techniques extremely useful. The conversational style does not teach but involves the reader. After the book has been read, its very clear what data modeling is, what it constitutes of, what is the context it happens in, why its important to model data and how the decomposition process works. All in all, this book contains a wealth of information that can be used right away and is a invaluable resource.

This excellent book delivers on its promise. That promise is to provide a readable and accessible approach to the vital business process of data modeling. Hoberman has accomplished this admirable task within the corpus of this important text better than any other author I've ever encountered. And I've been involved in logical data modeling and relational database design for

now over twenty-five years. Here is my most emphatic endorsement of this important book. I intend to disseminate the teachings of this book to as many interested parties as are willing to learn. Hoberman has accomplished a huge and terribly important task in support of the craft of data modeling. And I intend henceforth to sing his praises in this regard. I would now strongly recommend this important book to any business person whose responsibilities include, or are in any way related to, effective logical data modeling and relational database design. God bless.

I was very disappointed in this book on data modeling as I had high hopes looking at the list of topics and contents and reading some of the text. I need to confess that I have been data modeling for a number of years and so was looking to get confirmation or otherwise of the way that I set about it. I found that the approach of this book seems very database centric and actually very confusing! I have no idea what the purpose of many of the modelling levels of this book are for? Also I was keen to see the Scorecard but to me this still fails to address the difficult issue of how we measure the effectiveness of our deliverables. Chapters 14 and 15 seemed to be tacked on rather than integrated with the rest of the book. Overall I had the feeling that the book was trying to seem important and worthy but actually lacked enough useful detail to be of much use to data modelers starting on their journey.

Excellent outline of modeling as it relates to business and IT intersections. Great presentation and visuals as well as application that you can take in to work with you the same day. Has really helped me to communicate for effectively with my business users and present things in a way they can embrace and understand.

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