



# Total Information Risk Management: Maximizing the Value of Data and Information Assets

*Alexander Borek, Ajith Kumar Parlikad, Jela Webb, Philip Woodall*

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## **Total Information Risk Management: Maximizing the Value of Data and Information Assets**

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Many talk about the unlimited opportunities of data and information assets. But, bad data and information can also severely hurt your business and create considerable risk. Managing risk is a new angle to selling data quality projects to upper managers who do not want to take the time to learn about the value of data quality.

Total Information Risk Management provides you with a step by step process to identify, quantify and mitigate the risks arising from poor data and information assets. It is based on novel research from the Distributed Information and Automation Laboratory at the University of Cambridge and has been proven to be successful across many different industries.

In particular, this book shows data managers and IT professionals how to:

- Complete a convincing business case for any data quality, data governance, Big Data, EIM, business intelligence, business analytics and IT projects
- Develop a clear link between data quality and your organization's business objectives
- Identify data quality "pain points" that have the highest impact on your organization's success
- Get stronger "buy-in" from senior executives for data quality improvement
- Manage data and information assets for business value in your organization

This book provides you with all the fundamental concepts, guidelines and tools to ensure core business information is identified, protected and used effectively, and written in a language that is clear and easy to understand for non-technical managers.

- Shows how to manage information risk using a holistic approach by examining data and information assets from all sources
- Offers varied perspectives of an author team that brings together academics, practitioners and researchers (both technical and managerial) to provide a comprehensive guide
- Provides real-life case studies with practical insight into the management of information risk and offers a basis for broader discussion among managers and practitioners

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