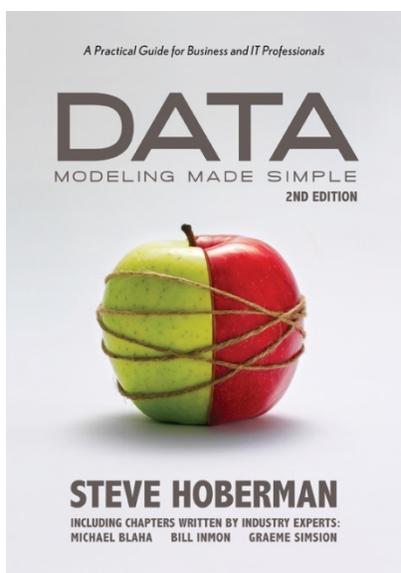


Data Modeling Made Simple

A Practical Guide for Business and IT Professionals, 2nd Edition

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:

1. Know when a data model is needed and which type of data model is most effective for each situation
2. Read a data model of any size and complexity with the same confidence as reading a book
3. Build a fully normalized relational data model, as well as an easily navigatable dimensional model
4. Apply techniques to turn a logical data model into an efficient physical design
5. Leverage several templates to make requirements gathering more efficient and accurate
6. Explain all ten categories of the Data Model Scorecard
7. Learn strategies to improve your working relationships with others
8. Appreciate the impact unstructured data has, and will have, on our data modeling deliverables
9. Learn basic UML concepts
10. Put data modeling in context with XML, metadata, and agile development



Steve Hoberman taught his first data modeling class in 1992 and has trained more than 10,000 people since then, spanning every continent except Africa and Antarctica. Steve is known for his entertaining and interactive teaching style (watch out for flying candy!), and organizations around the globe have brought Steve in to teach his Data Modeling Master Class, which is recognized as the most comprehensive data modeling course in the industry.

Book Review by Johnny Gay:

In this book review, I address each section in the book and provide what I found most valuable as a data modeler. I compare, as I go, how the book's structure eases the new data modeler into the subject much like an instructor might ease a beginning swimmer into the pool.

This book begins like a Dan Brown novel. It even starts out with the protagonist, our favorite data modeler, lost on a dark road somewhere in France. In this case, what saves him isn't a cipher, but of all things, something that's very much like a data model in the form of a map! The author deems they are both way-finding tools.

The chapters in the book are divided into 5 sections. The chapters in each section end with an exercise and a list of the key points covered to reinforce what you've learned. I find myself comparing the teaching structure of the book to the way most of us learn to swim.

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Print ISBN: **9780977140060**

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