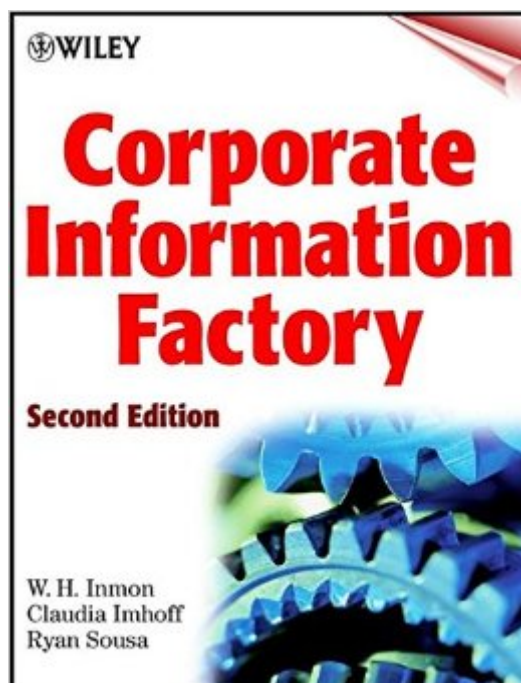


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# Corporate Information Factory



## Synopsis

The "father of data warehousing" incorporates the latest technologies into his blueprint for integrated decision support systems. Today's corporate IT and data warehouse managers are required to make a small army of technologies work together to ensure fast and accurate information for business managers. Bill Inmon created the Corporate Information Factory to solve the needs of these managers. Since the First Edition, the design of the factory has grown and changed dramatically. This Second Edition, revised and expanded by 40% with five new chapters, incorporates these changes. This step-by-step guide will enable readers to connect their legacy systems with the data warehouse and deal with a host of new and changing technologies, including Web access mechanisms, e-commerce systems, ERP (Enterprise Resource Planning) systems. The book also looks closely at exploration and data mining servers for analyzing customer behavior and departmental data marts for finance, sales, and marketing.

## Book Information

Paperback: 400 pages

Publisher: Wiley; 2nd edition (January 1, 2001)

Language: English

ISBN-10: 0471399612

ISBN-13: 978-0471399612

Product Dimensions: 7.5 x 1.1 x 9.6 inches

Shipping Weight: 1.9 pounds (View shipping rates and policies)

Average Customer Review: 2.9 out of 5 stars [See all reviews](#) (8 customer reviews)

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## Customer Reviews

I approached this book with an open mind, but after I stumbled upon a couple of obviously wrong and some nonsensical statements, I started reading it much more skeptically, and finding more and more problems with it. (However, it did provide more fun ;) )The book has a good premise, trying to explain information system with the factory metaphor. Although authors give some good insight in the way IS should or could be thought of and modeled, there are many instances in the text where you read something and say to yourself "what were these good people thinking". This then

undermines your confidence in their vision and full understanding of the matter. And although I think this is a matter of personal preference, authors sometimes seem to be in love with their style, producing some beautiful nonsense like this: "The legacy environment is only a very small vestige of its former invincible self." (pg. 42) Let me give you some more examples of what I'm talking about: Authors create metaphors of user classes, calling them "tourist, farmer, explorer and miner", which in itself is not a bad idea, but then they go on to say "...farmers found at the ODS environment are quite different from the farmers found at the data mart". So why did you create the single metaphor then? Also, check this out: "A miner will typically look over many, many rows of data...". As opposed to what, just a "many rows of data"? Whence some people might need "not so many rows of data"? Like I'm reading a book for my eight-year-old, for goodness sakes!

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