Mastering Data Modeling

A User-Driven Approach

John Carlis
Joseph Maguire

Praise for *Mastering Data Modeling: A User-Driven Approach*

This is without doubt the most complete and worthy "common sense" approach to data modeling that I have read. It spans the 'stupidity wars' of differences of notation and nomenclature with a clear and easy elegance that espouses common sense over dogma. . . . An excellent work which deserves to be a foundation of every programmer and software designer's bookshelf. Without understanding of data, there can be no intelligent software design.

Paul Irvine
Senior Manager
Emerald Solutions

I will also be able to use this book to make myself not only a better data modeler and database designer, but a better overall systems analyst, project planner, and business communicator. A second (and perhaps third) reading is definitely in order!

Matthew Keranen
Consulting Database Administrator

An invaluable resource for anyone who wants to learn about data modeling, this book is exceptionally powerful because its developed from real world experiences—its a pragmatic guide for data modeling practitioners.

Peter O'Kelley
Senior Consultant/Analyst
The Patricia Seybolt Group

This book presents a detailed, structured approach to the process of data modeling with emphasis on interacting with users, a unique feature which impressed me.

David McGoveran
Alternative Technologies, Inc.

I hope the book is well received. It deserves to be, as it provides extremely clear, practical thinking on an important but often misunderstood subject.

Mitch Kapor
Founder of the Lotus Development Corporation

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