

PRESS RELEASE



The Data Management Association International (DAMA) Releases DAMA Dictionary of Data Management

Industry Takes an Environment-Friendly Stand on Standard Definitions

The **DAMA Dictionary of Data Management (1st ed.)** availability was announced at the DAMA International Symposium & Wilshire Meta Data Conference in San Diego March 16-20, 2008.

- Over 800 terms defining a common data management vocabulary for IT professionals, data stewards and business leaders.
- Over 40 topics including finance and accounting, knowledge management, architecture, data modeling, XML, and analytics.

Authored by DAMA International, published by Technics Publications, LLC, and edited by Mark Mosley, this dictionary will promote a standard set of data management terms within the field of Information Technology (IT).

Mosley says “As the premiere organization for data management professionals, DAMA seeks to lead the data management profession to maturity. One of the hallmarks of a mature profession is a common vocabulary with clearly understood definitions. DAMA offers the Dictionary to a field in great need of clarity in its terminology and semantics. We hope the Dictionary will be a useful tool for data management professionals, IT colleagues, managers, data stewards and business leaders. All these people share responsibility for data management, so it's very important for all parties to speak a common language.”

Deborah Henderson, President of DAMA International Foundation and VP Education and Research for DAMA International, believes the CD-ROM format will not only be easier to use than the traditional book format, it is also more compact and environmentally responsible. “Publishing this work on CD-ROM saves over 4000 pounds of paper and conservatively 700 pounds of Greenhouse gases.”

The Dictionary (ISBN 9780977140046) retails for \$44.95 and can be purchased through Amazon.com or Technics Publications' website at www.TechnicsPub.com/Bookstore.htm.

About DAMA International:

DAMA International is a not-for-profit, vendor-independent association of technical and business professionals dedicated to advancing the concepts and practices for data resource management and enterprise information. The primary purpose of DAMA International is to promote the understanding, development, and practice of managing data and information to support business strategies. DAMA International has chapters throughout the world and their website is www.dama.org.

About Technics Publications, LLC:

Technics Publications specializes in practical and concise data management and business intelligent texts under the brand, Take IT With You™. Technics Publications' flagship book, Data Modeling Made Simple, launched the brand and continues to be a best seller. Data Modeling Theory and Practice and Data Quality Assessment are also highly regarded in the industry.

#####

To contact DAMA International, please contact Ingrid Hunt at foundation.marketing@dama.org.

To contact Technics Publications, please contact Steve Hoberman at me@stevehoberman.com.