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authors of Master Data Management and Customer Data Integration for a Global Enterprise, and Customer Data Integration for a Global Enterprise

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up-to-date customer information is in the hands of your customer-facing teams in real The Evolution of Customer Master Data Management. IMS Position Paper.

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Apr 07, 2008 Reference Berson, A. & Dubov, L. (2007). Master Data Management and Customer Data Integration for a & plm in context of enterprise product

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Roger Wolter Microsoft Corporation. April 2007. Applies to: Master Data Management (MDM) Summary: The second in a series on Master Data Management (MDM), this paper

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