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Can any subject inspire less excitement than "data quality"? Yet a moment's thought reveals the ever-growing importance of quality data. From restated corporate ...Can any subject inspire less excitement than "data quality"? Yet a moment's thought reveals the ever-growing importance of quality data. From restated corporate ...Data quality can affect a CEO and an entire organization; dirty data or bad data can cost a company money and time. Learn how to avoid this in Data Quality: The Field ...1 DATA QUALITY IN ORGANIZATIONAL CONTEXT: A CASE STUDY by Shuang-lin Lee A Master's paper submitted to the faculty of the School of Information and Library Science