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Author. David Loshin, president of Knowledge Integrity, Inc., is a recognized thought leader and expert consultant in the areas of data quality, master data management and business intelligence. David is a prolific author regarding data management best practices, via the expert channel at b-eye-network.com and numerous books, white papers, and web seminars on a variety of data management best practices.

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David Loshin is the author of Business Intelligence, Second Edition: The Savvy Manager's Guide, published in 2012 by Morgan Kaufmann, a division of Elsevier BV. In this interview, Loshin, president of BI and data management consultancy Knowledge Integrity Inc., elaborates on designing BI dashboards, defining performance metrics and gaining executive buy-in for business intelligence programs.

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