

DM NEWS

The Online Newspaper of Record for Direct Marketers

ListBazaar.com
 Sales Leads
 Mailing Lists &
 Databases

March 12, 2004

- [Archives](#)
- [DM Yellow Pages](#)
- [List Directory](#)
- [Classified Ads](#)
- [Advertise](#)
- [Subscribe](#)

- [Front Page](#)
- [Agency News](#)
- [Associations/Shows](#)
- [B to B](#)
- [Catalog/Retail](#)
- [Circulation Mktg](#)
- [Database Mktg](#)
- [DM of Hi-Tech](#)
- [Editorials/Opinion](#)
- [Fundraising](#)
- [Infomercials/DRTV](#)
- [International DM](#)
- [Marketing News](#)
- [Legal/Privacy](#)
- [List News](#)
- [Lists & Databases](#)
- [Postal News](#)
- [Production/Printing](#)
- [Search Engine Mktg](#)
- [Teleservices](#)
- [Direct Mail Quotes](#)
- [My Account](#)
- [Search News](#)
- [About Us](#)
- [Linking/Licenses](#)

ACCESS
20,000
 DM NEWS ARTICLES!

DM NEWS

Axiom, MIT to Research Data Quality

March 12, 2004

By: **Melissa Campanelli**
 Senior Editor
melissa@dmnews.com

Axiom Corp., Little Rock, AR, and the Massachusetts Institute of Technology, Cambridge, MA, will collaborate on a research project focusing on customer-centric information quality management, the two said yesterday.

Dr. Richard Wang, director of the MIT Information Quality Program, and Dr. John R. Talburt, director of the Axiom Laboratory for Applied Research, will lead the effort.

The team will explore data quality issues related to customer-centric information architectures, particularly knowledge-driven customer recognition systems used in customer relationship management applications.

The MITIQ program, based at MIT's Center for Technology, Policy, and Industrial Development, gives professionals the understanding and means to improve their organization's information and to use that information as a strategic tool.

E-mail this article to a friend

Read more articles on [Database Marketing](#)

- [DMN Home](#) | [Archives](#) | [DM Yellow Pages](#)
[List Directory](#) | [My Account](#) | [Online Resources](#)
[Classified Ads](#) | [Direct Mail Quotes](#)
-

- e-Newsletters**
 Receive free e-mail newsletters. Choose from several topics. Sign up today!
- [Personalize DM News](#)
- [Feedback](#)