



Navigating Data Standards in Business Strategy

How Applied Data Principles Drive Trust and Business Growth

By Tiffany Johnson and Daniela Molta

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Examines the evolving landscape of data privacy and ethics, arguing that businesses can build trust and drive growth by adopting transparent, consumer-focused data frameworks beyond legal compliance

This book is designed to help companies create and apply data principles for a positive impact on business strategy and growth, providing stability outside of the ever-changing technology, data, and legal landscapes.

Key selling points

- Responsibility + Effectiveness: Positions data ethics as not just a corporate social responsibility (CSR) effort but good for business
- Academic + Industry Perspective: Authors hold roles in industry and academia, bringing a unique, tangible approach to the topic
- Timely Research: Driven by personal professional experience and research that emphasizes a current, broad industry perspective
- Actionable + Approachable: Written to appeal to business professionals and the academic community, including students, with tangible recommendations

About the Author(s) / Editor(s)

Daniela Molta is a professor of digital advertising at Syracuse University whose research focuses on data literacy among consumers and data ethics in business. She has 17+ years of industry experience across in-house marketing teams, and now at her own strategic consulting firm, CaliYork Consulting.

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