

Data management principles.

Don't:

- ✘ Have different sets of definitions and rules.
- ✘ Use mysterious internal jargon for names.
- ✘ Use multiple definitions for items of the same type.
- ✘ Require users to search around for extra documentation in order to understand the one at which they're already looking.
- ✘ Invent new definitions ad hoc.

Do:

- ✔ Have one set of definitions and rules.
- ✔ Use descriptive plain English names.
- ✔ Use one definition for items of the same type.
- ✔ Make everything understandable in its own right.
- ✔ Force compliance with the data dictionary.