

Data and Reality

author: William Kent

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Synopsis

author	William Kent
readBy	Randal Schaffer
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Let's step back to the year 1978. Sony introduces hip portable music with the Walkman, Illinois Bell Company releases the first mobile phone, *Space Invaders* kicks off the video game craze, and William Kent writes *Data and Reality*. We have made amazing progress in the last four decades in terms of portable music, mobile communication, and entertainment, making devices such as the original Sony Walkman and suitcase-sized mobile phones museum pieces today. Yet remarkably, the book *Data and Reality* is just as relevant to the field of data management today as it was in 1978.

Data and Reality gracefully weaves the disciplines of psychology and philosophy with data management to create timeless takeaways on how we perceive and manage information. Although databases and related technology have come a long way since 1978, the process of eliciting business requirements and how we think about information remains constant. This book will provide valuable insights whether you are a 1970s data-processing expert or a modern-day business analyst, data modeler, database administrator, or data architect.

This third edition of *Data and Reality* differs substantially from the first and second editions. Data modeling thought leader Steve Hoberman has updated many of the original examples and references and added his commentary throughout the book, including key points at the end of each chapter.

Reader's comments

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