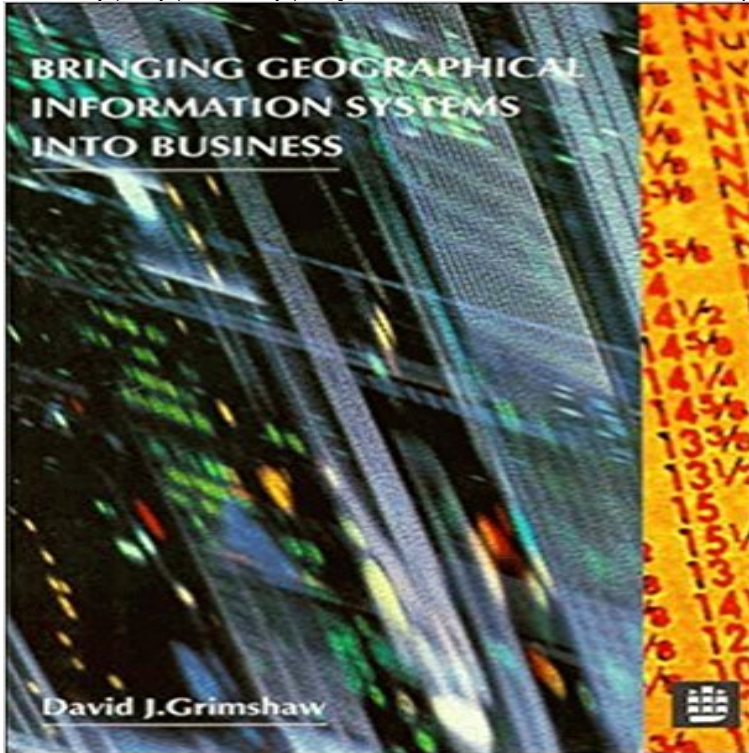


Bringing Geographical Information Systems into Business



Integrating theory and practice, it takes a look at GIS from the dual perspective of information systems and the applications of GIS in business. Considers the development of GIS from specialist geographical systems to business information systems supporting organizational needs. Also examines the contributions that GIS can make to decision making in business at various levels. Introduces the reader to specific problems and issues concerning spatial data. International case studies are used from such corporations as Arbys, IKEA, Levi Strauss and Conrail.

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