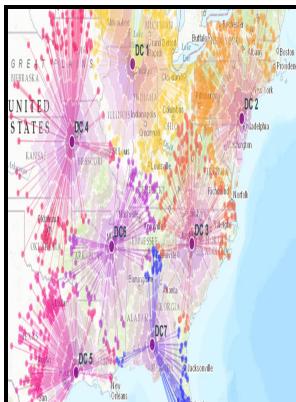


# Geographic information systems - a guide to the technology

**Van Nostrand Reinhold - What is a geographic information system (GIS)?**



Description: -

- Geographic information systems. Geographic information systems - a guide to the technology

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Notes: Includes bibliographical references and index.

This edition was published in 1991



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## Geographic Information Systems

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## Geographic Information Systems: A Guide to the Technology

. He first encountered GIS while working at the Geological Society of America where a HyperCard-driven fieldtrip app he saw in 1996 captivated his imagination by conveying the inner workings of our planet. The method used to portray a part of the spherical Earth on a flat surface, whether a paper map or a computer screen, is called a map projection.

## Geographic Information Systems: A Guide to the Technology

Supply Chain Optimization For any business built on the movement of assets through a supply chain, GIS can be a vital ally. Arranged intuitively on a map, this data—which ranges from the demographic to the psychographic—allows a company to see concentrations of potential customers and plan locations accordingly. Location Planning At one of the five fastest-growing restaurant chains in the country, GIS supports core business activities, including optimizing site selection for new locations and maximizing individual store performance—while minimizing the impact of competition.

## What is GIS?

Enthusiastic We encountered the need often in our users have long been the main source of work at PlanGraphics, Inc. Chapter 2 summarizes the history of the technology's evolution. Business Benefit—Initially adopted in the real estate department, GIS-based location analytics now pay dividends in marketing, operator services, and business intelligence.

## Geographic Information Systems

. Matt Ball writes about innovative GIS users as part of Esri's strategic content group. US Topo maps are derived from GIS data sets and are formatted as PDF for the benefit of non-specialist users.

### **Geographic information systems : a guide to the technology (Book, 1991) [quizapp.evertonfc.com]**

This book has hardback covers. Executives are using GIS to make faster, more accurate decisions with millions of dollars on the line.

**Geographic Information Systems : A Guide to the Technology by Kay Brown, Hugh Archer, John C. Antenucci, Peter Croswell and Michael Kevany (1991, Hardcover) for sale online**

The system acts as a logistics command center, weighing the stops a driver must make against variables such as timed deliveries and fuel usage.

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