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# Bringing Geographical Information Systems into Business

*David J. Grimshaw*

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**Bringing Geographical Information Systems into Business** David J. Grimshaw
The complete guide to choosing and using GIS in business Over the last few years, Geographical Information Systems (GIS) have become less expensive and easier to use, and the tremendous potential of GIS to boost business productivity is finally being realized. Incorporating the latest developments in GIS technology and applications, this book explores what GIS has to offer companies in many different areas of industry today and how it can be successfully integrated into existing business operations. Building on the success of its predecessor, this Second Edition covers every key aspect of using GIS in business. It explains what GIS is and helps readers gain a clear understanding of the costs and benefits of moving to a GIS. New case studies from both the manufacturing and service sectors illustrate how GIS can support tactical and strategic business decision-making, and the book's unbiased coverage of commercially available GIS software is invaluable for anyone involved in selecting a GIS system and getting it up and running. With a practical, real--world approach, the book also addresses the main issues involved in GIS implementation, paying particular attention to the integration of GIS within an organization's existing management information system. An increasingly vital tool for operations and delivery of goods and services, GIS makes terrific business sense for many companies-but only when properly selected and applied. This book gives GIS consultants, practitioners, and others considering the move to GIS the foundation they need to put this powerful technology to work effectively in business.

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