Geo-Business. GIS in the Digital Organization

Description:
Exploit the advantages of Geographic Information Systems in your business

Once the domain of cartographers and other specialists, Geographic Information Systems (GIS) are increasingly being employed by the business community. Location-based services, supply chain management, management of field-distributed equipment, geographical marketing and promotion, and the spatial web are some of the current business applications which make use of GIS principles.

Written specifically for the businessperson, Geo-Business: GIS in the Digital Organization is the first book to provide comprehensive coverage of GIS applications in the business and organizational environment. Going beyond a strictly geographical focus, this book sets GIS in the context of business information systems and other business sub-disciplines such as logistics, marketing, finance, and strategic management. It presents from an organizational perspective the advantages of spatially enabling existing enterprise systems and illustrates how GIS is applied in the real world through rigorous case study analyses of twenty companies, including Baystate Health, Chico's, Kaiser Permanente, Lamar Advertising Company, Rand McNally, Southern Company, Sears Roebuck, and Sperry Van Ness.

In this book, you'll find out:
- What GIS is and how it can be integrated into your organization's existing information infrastructure.
- How GIS is currently making businesses better, and how you can apply the same techniques to your industry or organization.
- The expanding roles of GIS and spatial technologies in the web and mobile environments.
- The ethical, legal, and security issues of special technologies
- How to conduct a cost/benefit and ROI analyses for GIS.

Grounded in the real world of business and IT, Geo-Business will show you how spatially enabling your IT systems can give you a unique advantage to beat your competitors in the market, win and retain customers, grow your business, make better decisions, develop new products and services, and optimize your workflow.

Contents:
1. GIS in the Digital Economy.
2. Information Systems and GIS.
4. Enterprise Applications.
7. The Value of Investing in GIS.
10. Industries and Outsourcing.
12. GIS and Business Strategy.

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
**Fax Order Form**
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit [http://www.researchandmarkets.com/contact/](http://www.researchandmarkets.com/contact/)

**Order Information**
Please verify that the product information is correct.

- **Product Name:** Geo-Business. GIS in the Digital Organization
- **Web Address:** [http://www.researchandmarkets.com/reports/2239757/](http://www.researchandmarkets.com/reports/2239757/)
- **Office Code:** SCAYON9R

**Product Format**
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Hard Back)</td>
</tr>
<tr>
<td>USD 129 + USD 28 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

**Contact Information**
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

- Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

- Pay by check: Please post the check, accompanied by this form, to:
  Research and Markets,
  Guinness Center,
  Taylors Lane,
  Dublin 8,
  Ireland.

- Pay by wire transfer: Please transfer funds to:
  Account number: 833 130 83
  Sort code: 98-53-30
  Swift code: ULSBIE2D
  IBAN number: IE78ULSB98533083313083
  Bank Address: Ulster Bank,
  27-35 Main Street,
  Blackrock,
  Co. Dublin,
  Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World