

GIS Means Business

VOLUME TWO

For about a decade, geographic information systems (GIS) have been reinventing and reinvigorating the business world. Companies large, medium, and small are aggressively using this dynamic technology to solve problems, make smarter decisions, enhance customer service, and discover new markets and profit opportunities.

Aimed at both business professionals and the general reader who is seeking to learn more, *GIS Means Business, Volume Two* presents real-world stories of how companies, organizations, and other entities have used ESRI® GIS software to their benefit—to improve site selection, streamline routing, save time and costs, promote growth, educate a workforce, and sell products. These clients, which represent just a handful of the many GIS success stories throughout the world, include a chamber of commerce, a credit union, two reinsurance firms, a pest extermination company, a fish and seafood distributor, a lawn care company, real estate firms, colleges and universities, and a number of cities and other local governments and agencies using GIS to assist business and commerce.

This book, which is intended as either a stand-alone work or companion volume to *ArcView GIS Means Business* (published by ESRI Press in 1997), is packed with full-color illustrations, maps, and other graphics that help to tell the stories. Offered as a starting point to the reader's education of what GIS means to businesses worldwide, the book includes a foreword by Christian Harder, author of *ArcView GIS Means Business*, the first volume of GIS business stories, and *Serving Maps on the Internet*.

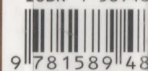
David Boyles is an editor and writer at ESRI Press.



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