

## **Profiting from a Geographic Information System**



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In the near future geographic information system (GIS) technology will be as commonly used as spreadsheets in a wide range of businesses. Find out why this fundamental new technology holds such tremendous potential for improving productivity, credibility, and profitability. Thirty-seven writers leaders within their respective fields in GIS introduce GIS, present vertical industry applications, and evaluate critical data sources. Our writers, from the following private sector and academic institutions, conclude with near-term and long-term forecasts of promising GIS business opportunities. Arby s, Inc. Badillo Consulting BellSouth Telecommunications Castle Consulting Center for Governmental Research Inc. Commonwealth Scientific & Industrial Research Organisation (CSIRO) Compusearch Marketing & Data Systems Donnelley Marketing Informations Services Emery & Associates Ernst & Young Environmental Systems Research Institute (ESRI) Geographic Data Technology, Inc. (GDT) Georgia Institute of Technology GTE Mobile Communications Intera Tydac Technologies Inc. Intergraph Corporation Juhl Communications Massachusetts Institute of Technology PlanGraphics, Inc. Rutgers University Savage GIS Consultant Strategic Mapping, Inc. Synercom Technology, Inc. Tactics International Limited UGC Consulting University of California at Berkeley University of Illinois University of Melbourne University of Ottawa University of Sheffield University of Warwick Verdi Ryan Associates

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