



Intelligent GIS: Location Decisions and Strategic Planning

Mark Birkin, Graham Clarke, Martin P. Clarke, Alan Wilson

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Spatial modelling and GIS are closely linked both in their uses by industry and as academic disciplines. Intelligent GIS sets out the principles and applications of spatial modelling and GIS and demonstrates its use in location decisions and strategic planning. The book shows how Intelligent GIS can be used to analyse the huge amount of data available to industry to help it make informed decisions. Intelligent GIS will be invaluable reading for: * GIS professionals* students of Geography, Business Studies, and Marketing* business decision-makers Intelligent GIS: * demonstrates the importance of geographical thinking in business* considers the type of data available and how it can be used* shows how performance indicators can provide management information* shows how the geographical modelling processes can aid policy-making* illustrates the use of these methods in four service sectors: retailing, financial services, health care, and education* provides examples drawn from academic research, and real-life case studies from throughout the world The authors have international reputations in applied spatial analysis and GIS. They are well-known in the business community for the profitable use of intelligent GIS.



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