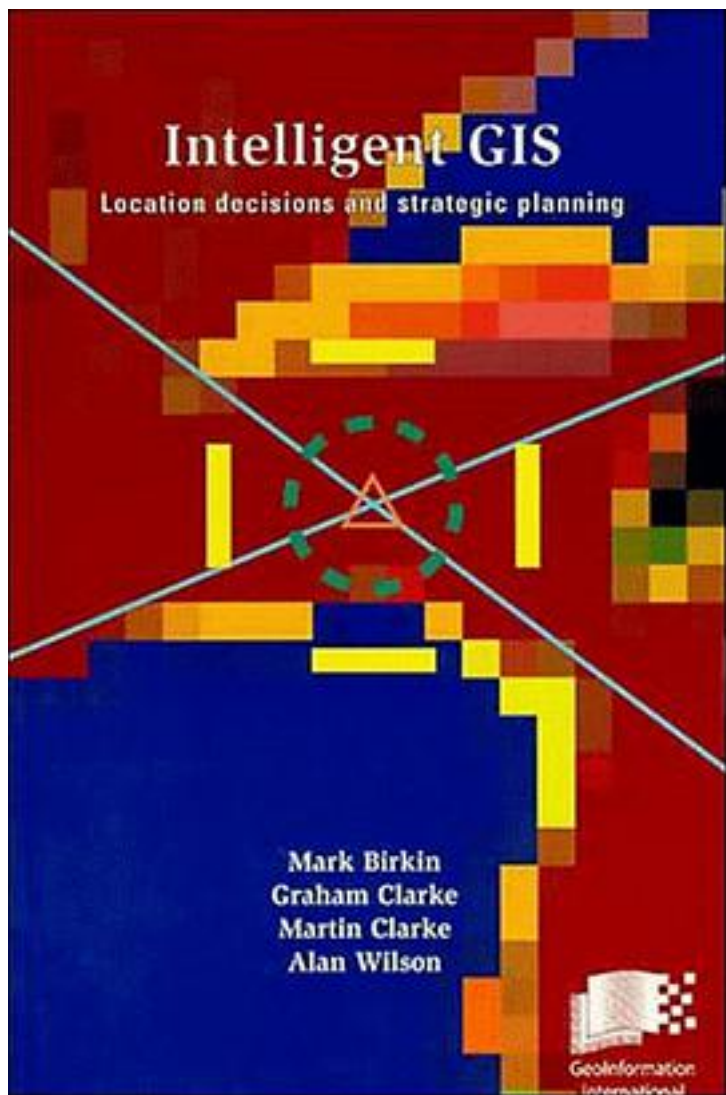


Intelligent GIS



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出版者:Wiley

出版时间:1996-08

装帧:Paperback

isbn:9780470236147

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 professionalsstudents of Geography, Business Studies, and Marketingbusiness decision-makersIntelligent GIS:demonstrates the importance of geographical thinking in businessconsiders the type of data available and how it can be usedshows how performance indicators can provide management informationshows how the geographical modelling processes can aid policy-makingillustrates the use of these methods in four service sectors: retailing, financial services, health care, and educationprovides examples drawn from academic research, and real-life case studies from throughout the worldThe 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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