



Thinking About GIS: Geographic Information System Planning for Managers, Fifth edition

Roger Tomlinson

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Thinking About GIS: Geographic Information System Planning for Managers presents a planning model for designing data and technology systems that will meet any organization's specific needs. Designed for two primary audiences, senior managers who oversee information technologies and technical specialists responsible for system design, this book provides a common platform on which to conduct GIS planning.

The fifth edition reflects the latest trends in geospatial technology and includes updated case studies. Exercises from Roger Tomlinson's course Planning for a GIS and a video of the "Planning and Managing a GIS" seminar from the 2012 Esri International User Conference are included on the accompanying DVD.

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