ESRI Press has published The Business Benefits of GIS: An ROI Approach, details a return on investment (ROI) methodology that explains how the implementation of a geographic information system (GIS) can create business value for an organisation. The authors are David Maguire and Victoria Kouyoumjian, ESRI's chief scientist and IT strategy expert, and Ross Smith, a member of PA Consulting Group's management team and leader of the firm's GIS initiatives.

Maguire believes that a wide variety of GIS practitioners, including managers and business architects, will use the material in the book, in conjunction with the supporting Web site to implement an ROI-based GIS project. The site provides access to all the tools and templates necessary to implement the steps in the methodology.

The original methodology was developed by PA Consulting Group and it was customised by the book’s authors, under license from PA, for use by GIS practitioners. *The Business Benefits of GIS: An ROI Approach* is available from ESRI Press (ISBN: 9781589482005, 200 pp., $24.95).

www.esri.com/esripress
www.esri.com/roi