

Thinking About GIS

Esri Press has released the fourth edition of *Thinking About GIS: Geographic Information System Planning for Managers*, the seminal book on planning and implementing a geographic information system (GIS). Roger Tomlinson, widely known as "the father of GIS," has updated this edition to include the latest trends in geospatial technology.

Drawing from decades of Tomlinson's consulting experience and worldwide GIS seminars, this book bridges the communication gap between senior managers who oversee information technology systems and technical specialists who design and implement the systems. It provides common ground for both groups so that each clearly understands the methodology needed to implement and maintain an effective GIS.

"Successful GIS implementation depends on a well-thought-out and executed plan," says Esri president Jack Dangermond. "If you follow the methodology presented in this book, you will be on the track to success. I hope that you find Roger Tomlinson's work as informative and beneficial as have my colleagues and I."

This fourth edition includes new case studies, an additional appendix discussing custom workflows, a DVD including exercises from Tomlinson's Planning a GIS training course, and links to more resources. A bonus is the video of Tomlinson's Planning and Managing a GIS presentation at the Esri International User Conference.

Thinking About GIS: Geographic Information System Planning for Managers, fourth edition (ISBN: 978-1-58948-273-9), 268 pages, USD54.95), is available at online retailers worldwide.