

GIS TUTORIAL FOR MARKETING



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- Hello, my name is Adam Wilbert and I'd like to welcome you to ArcGIS Essential Training. We'll start by understanding exactly what is meant by the term "geographic information system" then we'll dig into the primary component of ArcGIS, a program called ArcMap. With ArcMap, we'll assemble geospatial data from a variety of real world public domain sources.

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Early GIS Technology and Its Expression — traces the early phases of GIS technology (Computer Mapping, Spatial Database Management and Map Analysis/Modeling). Contemporary GIS and Future Directions — discusses contemporary GIS and probable future directions (Multimedia Mapping and Spatial Reasoning/Dialog). Pathways to GIS — explores different paths of GIS adoption for five disciplines ...

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