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	MegCale Learner evoluation argument for grid-based map analysis used in exercises throughout the book.
1200	Straph evaluation aphysics for acress capture and creation of composite presentation graphics in economy throughout (ise book.
	Sur Topic 1.5.3, "Bathding Composive Software" for Analisi instructions.
	This item accounts several associated descriptions and example applications of grid-based map analysis. So Engin 1.1.2, Example of Analysis Capabilities for new information.
	Click on any of the locks in the lating to access the sumples. All of the scample applications were developed using MapCule Learner and can be replicated using the tutorial database identified with each example.
Tax1.Figures	This item contains a full color PowerPoot slide set of all of the workbook Sparse. Formation to copy in general. Reference as "Figure 2-12, from Analyting Processon Ag Ease, J.E. Jamy, 2002. *

Installing MapCalc Software— the case study companion CD contains the MapCalc Learner software used in the hands-on exercises. The following exercises introduce some of MapCalc's basic capabilities and provide instructions for installing the software. To begin, insert the companion CD into your computer and the main menu will automatically appear.

If this main menu doesn't appear select "Start" \rightarrow "Run" \rightarrow "Startup.bat" from the Windows Task Bar.

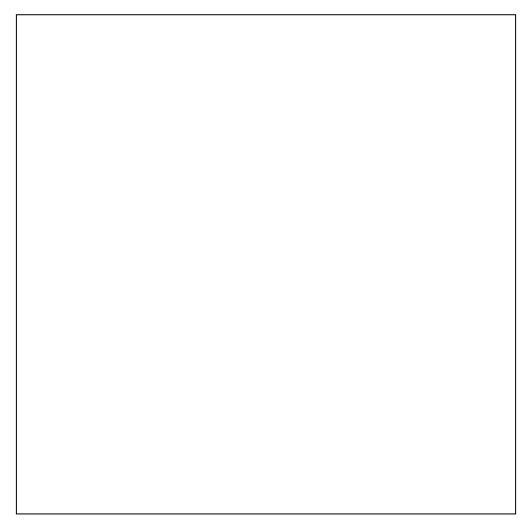


Select the **Install MapCalc** link to begin installing the MapCalc Learner evaluation program. Click on the **Open** button then follow the on-screen instructions using the default specifications (recommended).



Install the data and support materials by copying the \GB_MapCalc Data folder on the CD to the ...\MapCalc Data folder where the MapCalc program was installed.

...see Topic 1.4 for more information on installation of MapCalc and the other supporting software.



Analyzing Geo-Business Data

A Hands-On case Study in Spatial Analysis and Data Mining

Analyzing Geo-Business Data brings together underlying concepts of map analysis with concise examples and hands-on experience in analyzing precision agriculture data. This book will help readers understand the nature of spatial data and the concepts, procedures and considerations used in their analysis. The author draws from over twenty-five years of teaching and practical experience to fill the book with numerous examples and hands-on exercises. The companion *MapCalc Learner* software and geo-business data set provides practical examples of data analysis techniques within a case study format.

Written in a concise and straightforward manner, this book is intended for students and professionals alike—anyone who wants to take business information beyond maps to critical information for site-specific decisions.

Table of contents:

- 1. Overview of the Case Study
- 2. Desktop Mapping
- 3. Grid-Based Mapping
- 4. Spatial Analysis
- 5. Analyzing Location
- 6. Spatial Interpolation
- 7. Spatial Data Mining
- 8. Predictive Modeling

Appendix A. Quick Set of Exercises

Appendix B. Creating Your Own Geo-Business Database

Joseph K. Berry is principal of Berry and Associates // Spatial Information Systems, consultants and software developers in Geographic Information Systems (GIS) technology. He also serves as the Keck Scholar in Geosciences at the University of Denver and a Special Faculty member at Colorado State University. He is the author of the "Beyond Mapping" column for GEOWorld and the popular books <u>Beyond Mapping</u> and <u>Spatial Reasoning</u> (John Wiley & Sons). He has been teaching courses in map analysis since 1977 and has presented hundreds of workshops on the topic. He holds a B.S. degree in forestry, an M.S. in business emphasizing operations research/finance, and a Ph.D. emphasizing remote sensing and land use planning.

Analyzing Geo-Business Data by Joseph K. Berry ...more information at www.innovativegis.com/basis

