



# SPATIAL BUSINESS

## COMPETING AND LEADING WITH LOCATION INTELLIGENCE

Published by Esri Press, 2020

**FIRST LOOK:** NEW GIS BUSINESS BOOK

## MASTER THE BUSINESS OF WHERE

*Spatial Business: Competing and Leading with Location Intelligence* provides business leaders and managers with a holistic examination of how GIS and location analytics can be designed, deployed, and managed from strategic and operational perspectives. In so doing, the book provides a roadmap for realizing the value of location information across the entire value chain.

The book is also meant for faculty and students in business schools—especially in MBA programs. As business analytics programs proliferate, the book covers the fundamentals of locational analytics in business, cutting across disciplines such as marketing, analytics, IT, operations, and supply chain management.

## SPATIAL BUSINESS INITIATIVE

The development of this book is sponsored by the Spatial Business Initiative, a unique partnership between the University of Redlands School of Business and Esri, the global leader in mapping software. The Spatial Business Initiative aims to maximize the understanding and effectiveness of GIS in business through thought leadership, education, research, and advising.

The Spatial Business Initiative welcomes inquiries and partners from the private sector as well as educational institutions.

### Learn more

[www.redlands.edu/sbi](http://www.redlands.edu/sbi)  
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## EXPANDING GEOINTELLIGENCE

The book examines the contemporary spatial business enterprise. Comprised of nine chapters, the work is enriched by varied and in-depth case studies.

1. The Nature of Location Value
2. Spatial Business Principles and Theories
3. Spatial Business Platforms and Software
4. Spatial Business Leadership and Management
5. Understanding Markets and Customers
6. Operating the Enterprise
7. Supporting Business Decisions and Analytics
8. Spatial Strategies and Competitiveness
9. Emerging Frontiers in Spatial Business

**FIRST LOOK:** NEW GIS BUSINESS BOOK

# SPATIAL BUSINESS: COMPETING AND LEADING WITH LOCATION INTELLIGENCE

**A comprehensive examination of how companies can use location intelligence to achieve competitive advantage and business success**

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## ABSTRACT

We have entered the digital era of people, data, and things. This new age is characterized by location-based networks of people, empowered and geo-aware devices that continuously produce streams of data, and locational analytics at an industrial scale. Against this backdrop, the 21st century business is continuously challenged to innovate—to leverage, harness, and unlock the potential of its location data and imagery to make intelligent business decisions. Effective “spatial businesses” emerge as companies increasingly consider geointelligence and location analytics to be mission critical and include location and geospatial data in their decision-making strategies.

*Spatial Business: Competing and Leading with Location Intelligence* introduces and defines the novel concept of location value, which is the net benefit of location that can be realized across a value chain. Location value spans multiple business functions, such as manufacturing and production, marketing, sales, operations, supply chain management and distribution, customer retention, analytics, and information technology, and is positioned to be one of the key drivers of a spatial strategy in the contemporary

business. The notion of location value, introduced for the first time in this book, is informed by a unique, large-scale survey of private sector businesses on the use and effectiveness of geographic information systems (GIS) and location intelligence.

Given the importance of executive and senior leadership in an enterprise’s spatial transformation, the book details the application of management principles, allied with spatial business strategies and the training of a spatially aware workforce. Survey data and case studies ground these principles in the actual experiences of companies that have used GIS and location analytics.

The case studies are accompanied by curated datasets as well as maps, apps, and layers from Esri’s Living Atlas of the World and ArcGIS Hub. Cases and exercises highlight cutting-edge use of various Esri location analytics and GIS software, such as ArcGIS Online and ArcGIS Desktop, Insights for ArcGIS, and Business Analyst. Illustrations of location analytics applications, outcomes, and impact in spatial businesses are narrated using Esri’s Story Maps.

## ABOUT THE AUTHORS



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Dr. Horan has published more than 130 articles as well as two books in the areas of technology management, healthcare, transportation, and GIS. His work has been supported by Salesforce, Mayo Clinic, National Science Foundation, and Esri, and he has been honored by the White House for his GIS innovations.



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Dr. Sarkar’s research interests include spatial big data, location analytics, and examination of locational aspects of the sharing economy. His work has appeared in major journals including: *Decision Support Systems*, *Telecommunications Policy*, and *Computers & Operations Research*.

