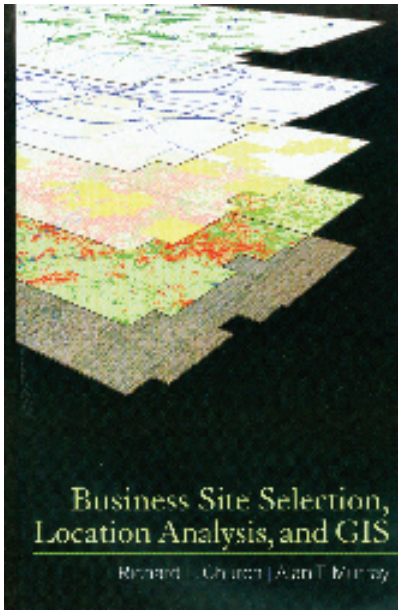
Book Review



Business Site Selection, Location Analysis, and GIS, by Richard L. Church and Alan T. Murray. ISBN-10: 0470191066; ISBN-13: 978-0470191064 2008. Wiley. Hardcover: 320 pages

—Review by David McIntire
Oregon Institute of Technology

Business Site Selection is written in concise, math-focused, textbook style. The authors, Richard Church and Alan Murray, are respected professionals in their field, professors at the University of California-Santa Barbara and Arizona State University, respectively. The two of them have been published in a variety of professional journals and have been peer-reviewed across the industry.

The purpose of *Business Site Selection* was to help business leaders and/or consultants help determine the optimal location for a business by utilizing GIS. This application of GIS is deemed to exploit its greatest strength—bringing all relevant data together in a functional and applicable model.

As I begin reading Business Site Selection, I realized that this book is not written for the average business owner looking for some light reading. However, while challenging, the text is concise and well illustrated to serve as a textbook for undergraduate as well as graduate students.

The challenge with any book describing a GIS application is to find the best balance between the material to be covered and its length. Volumes could be written on applying GIS in business site selection, but the authors have done well in paring the material down to 300 pages.

Business Site Selection is a computation-heavy text one can find in a math textbook rather than a geography textbook. As a result, it is a book to work through. Geography does shine through in the many examples and case studies provided to balance out theory with empiricism.

I would recommend this book for students in a GIScience track. A business owner with little formal GIS or Geography education would probably be better served to look elsewhere. Overall, a solid book that fills a specific niche in the profession.