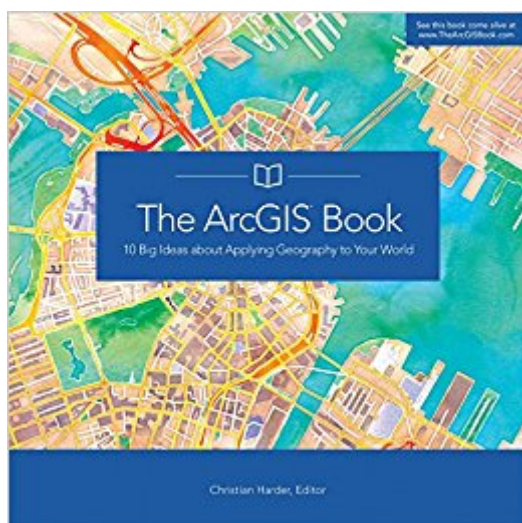


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# The ArcGIS Book: 10 Big Ideas About Applying Geography To Your World (The ArcGIS Books)



## Synopsis

This book helps you understand and use Web GIS, a powerful mapping technology that is transforming the way we apply and share geographic information. Each "big idea" is part of the ArcGIS platform and it's big because it empowers you, enabling you to do new things and to accomplish familiar tasks more quickly and with ease. This is a hands-on book that you work with as much as read. By the end, using Learn ArcGIS lessons, you'll be able to say you made a story map, conducted geographic analysis, edited geographic data, worked in a 3D web scene, built a 3D model of Venice, and more. Interact with The ArcGIS Book online at [www.TheArcGISBook.com](http://www.TheArcGISBook.com).

## Book Information

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## Customer Reviews

Christian Harder is a writer at Esri and author of *Understanding GIS: An ArcGIS Project Workbook* Esri Press, 2013, as well as number of other books on GIS. Harder is also the founder and former manager of Esri Press.

They are big ideas if you know nothing about GIS. Good book for beginners, not much here for anyone with a few years experience.

I had my advanced GIS students complete the exercises in the ArcGIS book, and then design a one day introductory class for beginners. The new GIS students loved the activity, and the students

leading the one day training were equally enthusiastic. The perks of using this book as the core for such a training: the material provides a great introduction to concepts which apply to both web GIS and ArcGIS desktop; the visuals are appealing; and the study activities are engaging and emphasize hands-on activity. The book is reasonably priced and I appreciated being able to readily access the online educational supplements - the videos etc. The students teaching the class incorporated many of these visuals into their teaching. All student participants left the class excited about the field of GIS, the power of web GIS and the potential GIS holds - both as a tool for problem solving and as a means of representing information in an appealing and engaging manner. I thought this book was perfect for use in this capacity, and would do it again. My hope is to use the ArcGIS book as a foundation around which to build a for-credit introductory course.

Great start to GIS in the classroom

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