

Health-care managers decide where to locate new clinics and hospitals. • Online shopping companies decide the routes and schedules of their vehicles, often on a daily basis. • Transportation authorities select routes for new highways and anticipate their impacts. • Retailers assess the performance of their outlets and recommend how to expand or rationalize store networks. • Forestry companies determine how best to manage forests, where to cut trees, where to locate roads, and where to plant new trees. • National park authorities schedule recreational path creation, maintenance, and improvement (Figure 1.1). • Governments decide how to allocate funds for building sea defenses. • Travelers and tourists give and receive driving directions, select hotels in unfamiliar cities, and find their way around theme parks (Figure 1.2). • Farmers employ new GI technology to make better decisions about the amounts of fertilizer and pesticides to apply to different parts of their fields