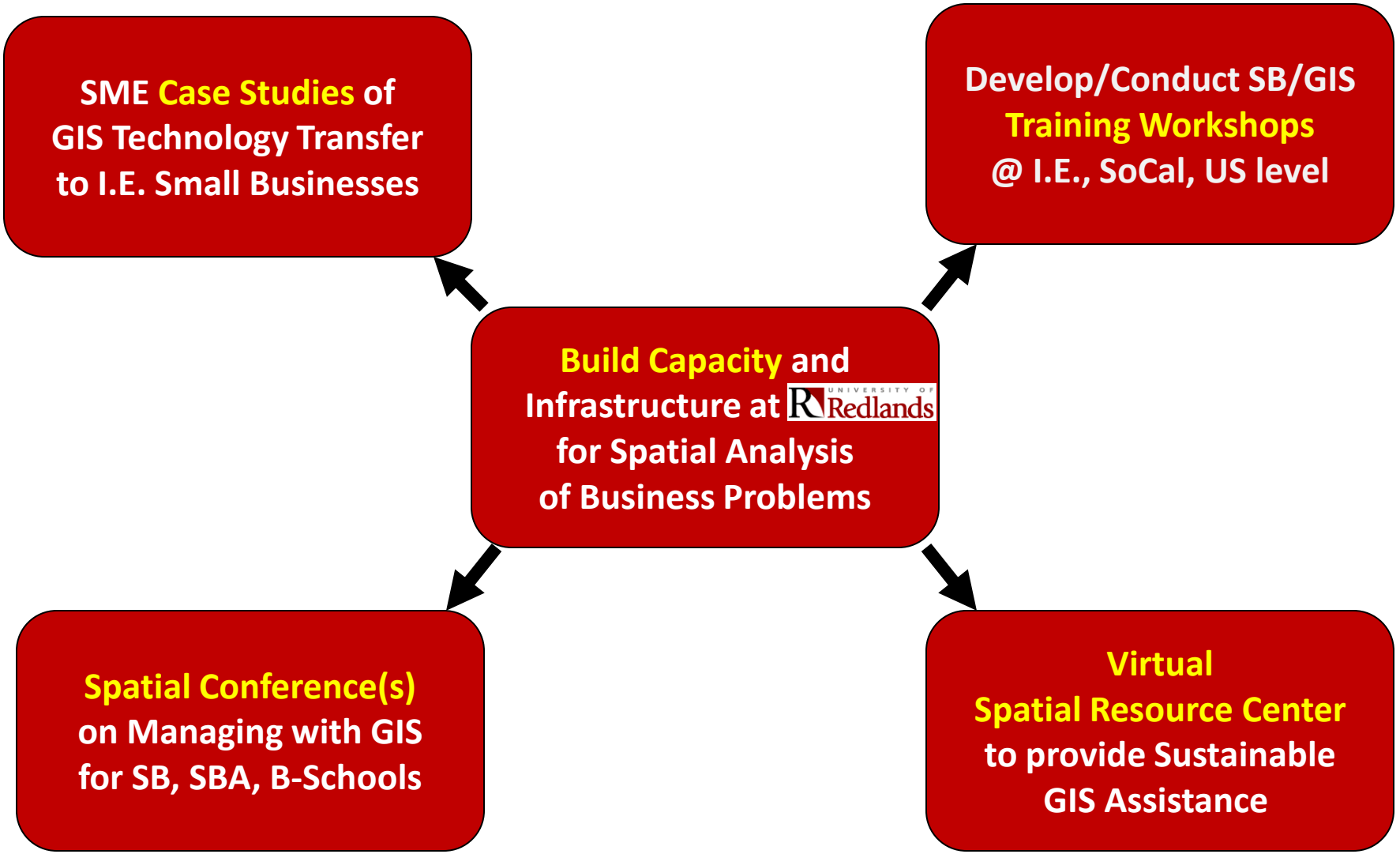
Grant Overview

Jerry Platt

School of Business

Grant #SBAHQ-06-I-0046

Period 9/1/06 to 8/31/09



Develop/Conduct SB/GIS
Training Workshops
@ I.E., SoCal, US level

2007 Grant Workshops:
April-May, 2007

- **4/25 @ Redlands on Marketing**
- **4/26 @ Ontario/RC on Logistics**
- **5/01 @ High Desert on Strategy**
- **5/10 @ Temecula on Logistics**

- 5/17 @ Ontario: *SBDC Conference Workshop*

- **5/23 @ Ontario/RC on Strategy**
- **5/30 @ Riverside on Marketing for Non-Profits**

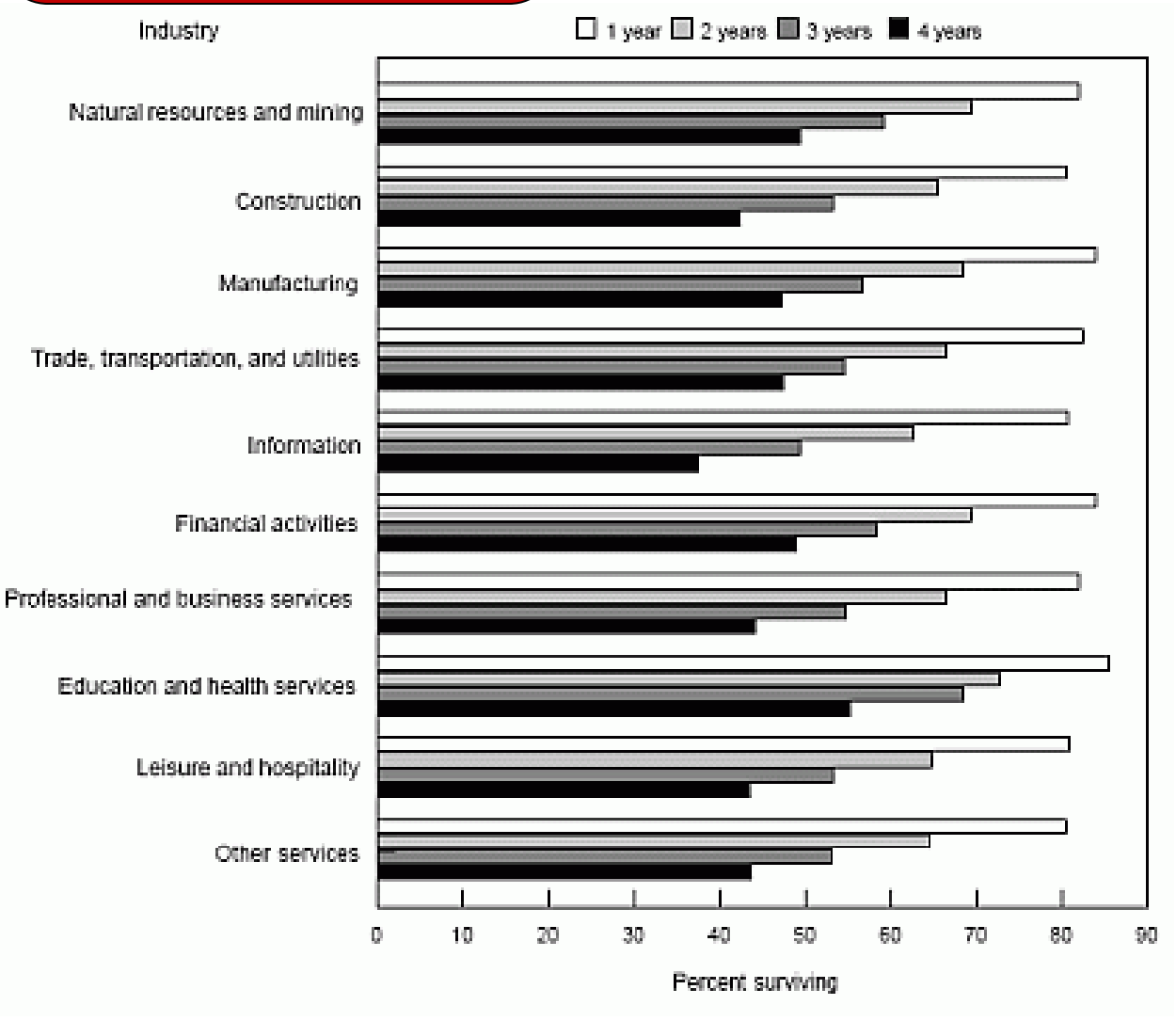
Develop/Conduct SB/GIS
Training Workshops
@ I.E., SoCal, US level

Workshop Format

- ***9:00-9:50*** ***– An Introduction and Overview***
  - **Jerry Platt**
- ***10:00-10:50*** ***– A GIS Tutorial and Tour***
  - **Rich Greene or Jim Pick**
- ***11:00-11:50*** ***– Marketing, Strategy, or Logistics***
  - **Monica Perry, Johannes Moenius or Avijit Sarkar**

Build Capacity and Infrastructure at for Spatial Analysis of Business Problems

Main Threat to SMEs = SURVIVAL



After 4 years:

~ 1/2 Survive

~ 1/6 Close; Successful

~ 1/3 Close; Unsuccessful

+ Survival Rate INVARIANT to Industry

Build Capacity and Infrastructure at for Spatial Analysis of Business Problems

Questions for You

1) Is the Small Business Survival Rate in CA:
   a) HIGHER than the US Average
   b) EQUAL to the US Average
   c) LOWER than the US Average

2) What Accounts for Your Answer to 1) ?

3) What Advantage Does CA Have, Compared to most other States?

Build Capacity and Infrastructure at for Spatial Analysis of Business Problems

SME_Business_Turnover_Rate

CA Ranking (50 States + DC)

- *Fifth worst*:

U.S. Total	**1.15**		
West Virginia	**0.68**	Florida	1.41
North Dakota	**0.73**	Idaho	1.44
Washington	**0.73**	New Mexico	1.64
Minnesota	**0.74**	Colorado	1.76
California	**0.78**	Nevada	2.62

18% of Business BIRTHS

10% of BANKRUPTCIES

28% of Business TERMINATIONS

Build Capacity and Infrastructure at for Spatial Analysis of Business Problems

SME_Risk to Survival Index

CA Rankings (50 States + DC)

- Top Personal Income Tax Rate 51
- Top Capital Gains Tax Rate 51
- Top Corporate Income Tax Rate 40
- State and Local Property Taxes 17
- Number Health Insurance Mandates 44
- Electric Utility Costs 44
- Workers' Compensation Benefits 49
- State Gasoline Taxes 50
- 5-yr Government Spending Growth Rate 51
- Per Capita Government Expenditures 46

Build Capacity and Infrastructure at for Spatial Analysis of Business Problems

State_Innovation_Index

CA Rankings (50 States + DC)

	Overall		IPOs		Entrepre-neurial Activity		Inventor Patents	
State	Rank	Score	State	Rank	Score	Rank	Score	Rank	Score
Massachusetts	1	96.1	MA	5	5.79	43	0.22%	8	0.109
New Jersey	2	86.4	NJ	14	5.16	21	0.29%	9	0.107
Maryland	3	85.0	MD	11	5.23	19	0.30%	20	0.081
Washington	4	84.6	WA	22	4.59	16	0.32%	18	0.086
California	5	82.9	CA	3	6.04	9	0.36%	1	0.143
Alabama	46	45.1							
Arkansas	47	44.7							
South Dakota	48	43.8							
Mississippi	49	36.5							
West Virginia	50	35.6							
U.S. Average		62.1							

CONCLUSION: Technological Innovation partially offsets the hostile environment to soften its impact on SME failures, BUT …

CA SMEs must continue to INNOVATE, and spatial thinking about your business provides a set of opportunities to do so.

Build Capacity and Infrastructure at for Spatial Analysis of Business Problems

Process Innovation Increases SME Survival Rates

ICC Advance Access originally published online on November 3, 2005
Industrial and Corporate Change 2005 14(6):1167-1192; doi:10.1093/icc/dth081

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A matter of life and death: innovation and firm survival

Elena Cefis

Orietta Marsili

N = 3,275 SMEs

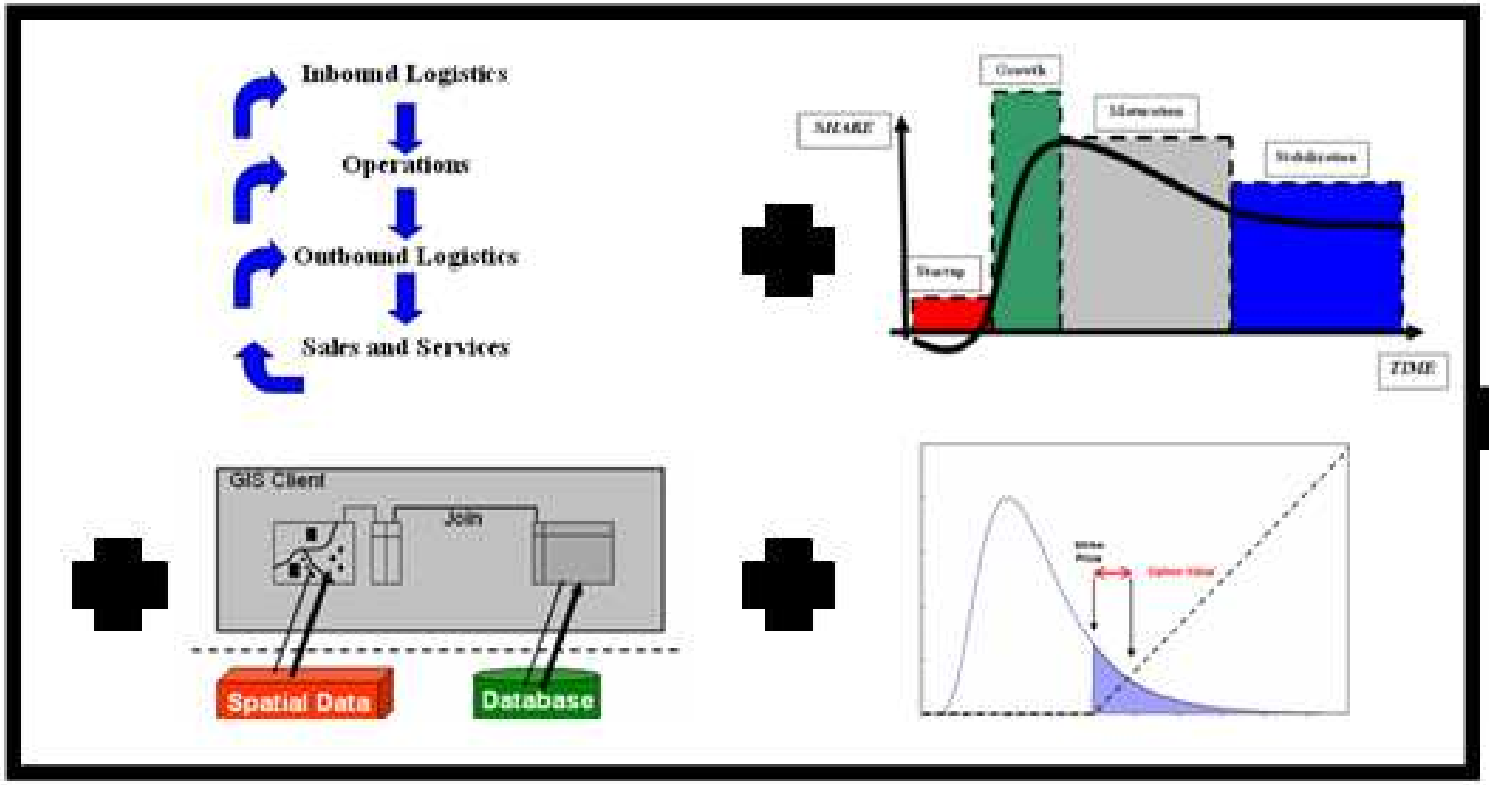
Survey. By estimating a parametric duration model, we show that firms benefit from an *innovation premium* that extends their life expectancy, independent of firm-specific traits such as age and size. Process innovation in particular seems to have a distinctive effect on survival. Furthermore, survival chances increase with the age and growth rate of a firm, the

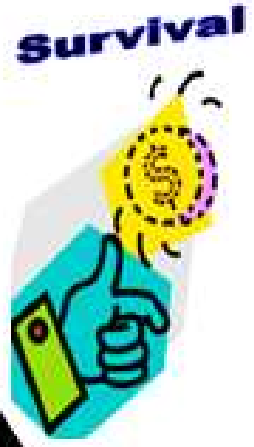
Process Innovators > Product Innovators > Non-Innovators

http://icc.oxfordjournals.org/cgi/content/abstract/14/6/1167

Build Capacity and Infrastructure at for Spatial Analysis of Business Problems

Operational Model



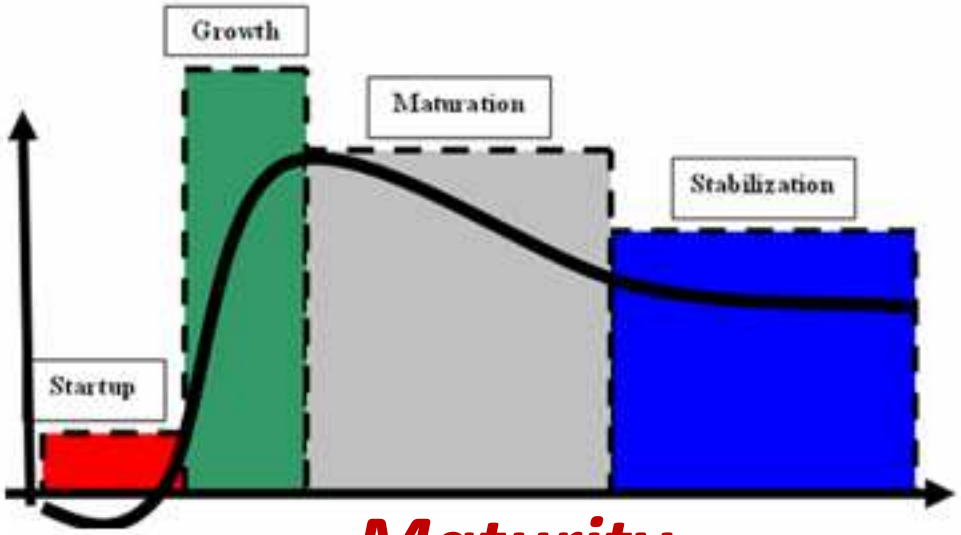


$$P_{ij} = \frac{\exp(X_i \beta_j)}{\sum_j \exp(X_i \beta_j)}$$

Where $j \begin{cases} = 0 & survival \\ = 1 & Failure \\ = 2 & acquired \end{cases}$

SME Case Studies of GIS Technology Transfer to I.E. Small Businesses

CASE STUDY SELECTION



Maturity

Startup	Growth	Maturation	Stabilization
		CHARO	
	Jacobs Appraisal	*CHARO*	
Hispanic Bridal Magazine			*ABC Blinds*
Hispanic Bridal Magazine			*ABC Blinds*

Supply Chain

SME Case Studies of GIS Technology Transfer to I.E. Small Businesses

Case Studies

Report on Case Study

ABC Blinds, Draperies, and Shutters

Version 2.5 Draft 10/14/07

PLEASE SEND COMMENTS AND CORRECTIONS
TO J. PICK (james_pick@redlands.edu)

James Pick, Hamid Falatoon, Kamala Gollakota, Lisa Benvenuti, Nathan Jimerson

Report on Case Study

Jacobs Appraisal and Affiliates

By James B. Pick, Richard Greene, and Lee Peterson

Acknowledgment to
Nathan Jimerson, former project coordinator
and Matt Riley, undergraduate research assistant

Report on Case Study

Inland Empire Minority Business Enterprise Center

Jerry Platt (Lead), Rich Greene (Associate Lead), and Nathan Jimerson

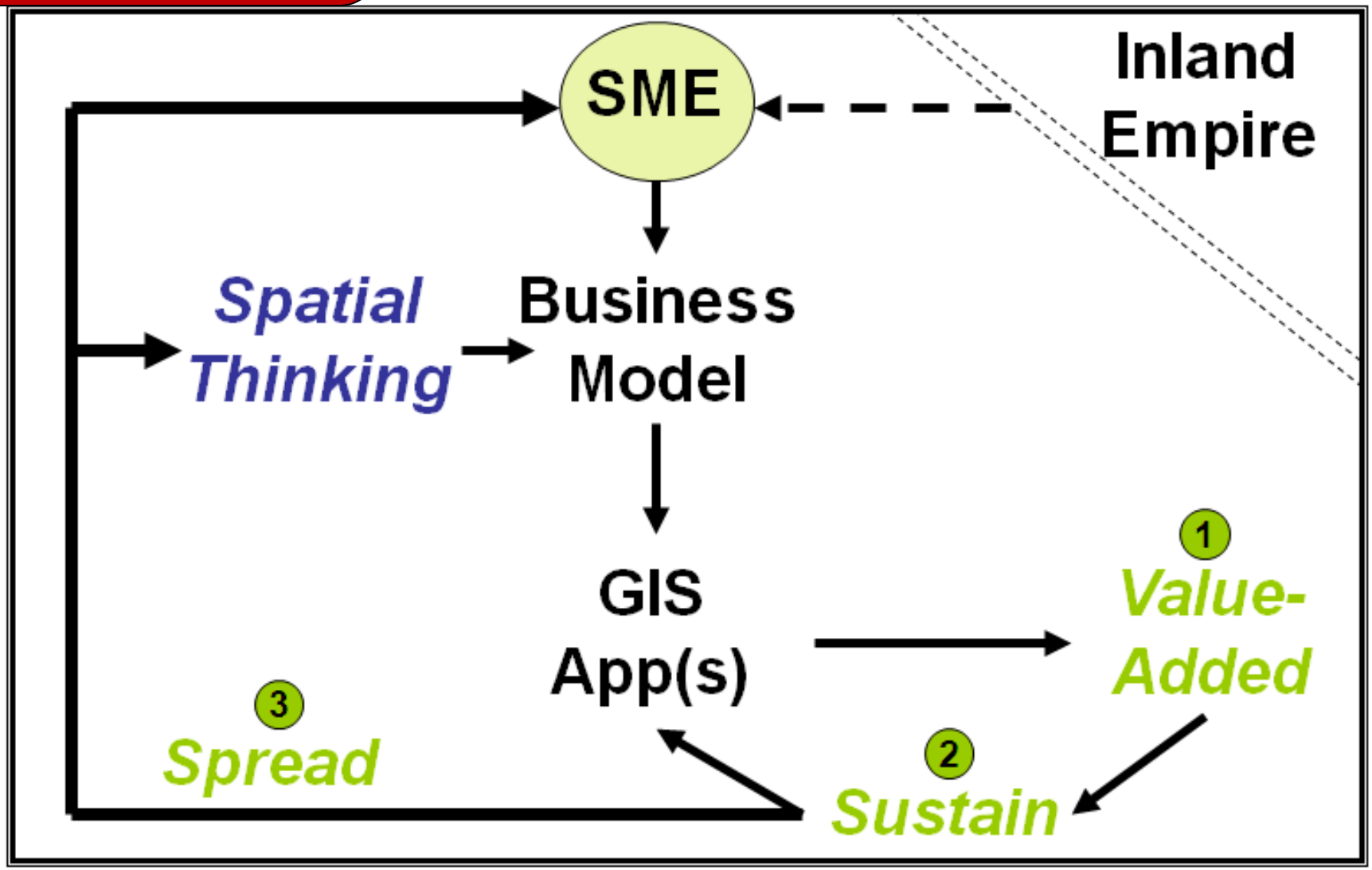
GIS and Small Business	8:30 – 9:45 am

GIS isn't just for big companies, it's applicable to small businesses too. See how through an in-depth case study, an analysis of relevant global business data, and a presentation of a local business atlas. Sessions will include

- Trade Area Analysis for a Hispanic Bridal Magazine

SME Case Studies of GIS Technology Transfer to I.E. Small Businesses

Intention of Case Studies



Spatial Conference(s)
on Managing with GIS
for SB, SBA, B-Schools

Business GIS Summit

2008 In Chicago

- *University of Redlands Business Educators Track*

Redlands

ESRI International Users Conference

SOURCE: http://www.esri.com/events/uc/about/about.html

2008 In San Diego

- *Over 12,000 Attendees…*

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GIS Assistance

Virtual
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to provide Sustainable
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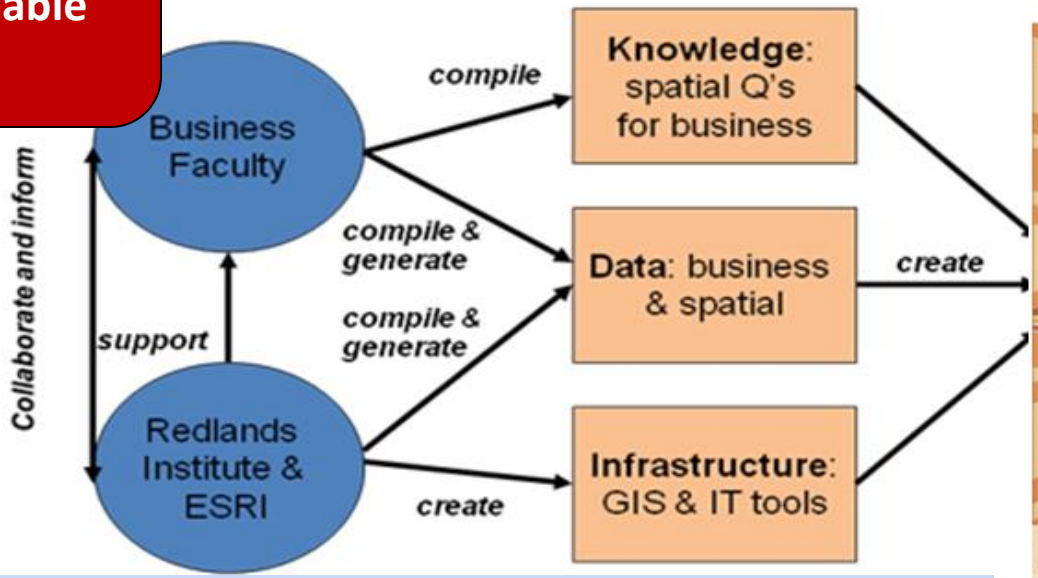
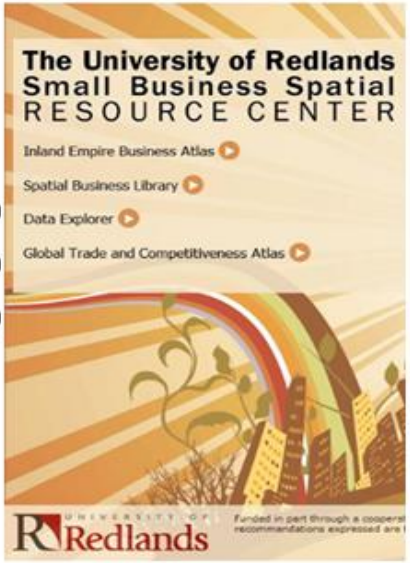
Design and Development



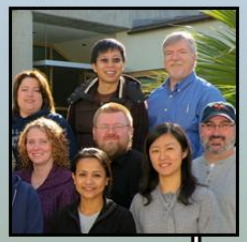


Spatial Programs at the University of Redlands

Space and place are part of human experience. We use spatial thinking to orient our bodies, navigate terrain, and envision objects. The vast majority of information and data in our world has a geographic component, and spatial factors affect every aspect of our lives.

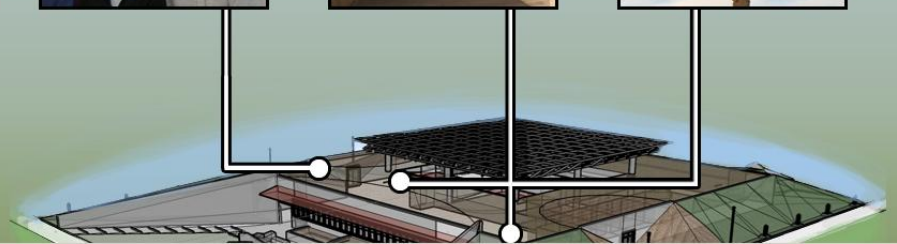
The University of Redlands is a spatially-infused institution. We use spatial reasoning to enhance our curriculum, research and operations. Geospatial technologies support our activities, but our focus is on how thinking spatially enriches our understanding of our world.

The Master of Science in Geographic Information Systems Program is designed for professionals seeking to enhance their knowledge of analysis, management, and communication of geographic information. It combines the development of strong technical skills and in-depth understanding of geographic information science and theory.



The Redlands Institute supports the University's mission of education, research, and community outreach. The Institute serves as a resource for departments and programs across the campus. Working with teams of students, faculty, staff and administrators, we apply GIScience expertise and technology support to a wide array of projects and educational experiences.

Learning Spatially (LENS) is a campus-wide initiative promoting spatial literacy as a foundational component of a liberal arts curriculum. This program is one outcome of Redlands' institutional dedication to spatial reasoning in programs, research and curriculum. LENS harnesses the integrative power of geography with technologies to help faculty and students visualize knowledge, solve problems, and understand relationships through a spatial lens.



Virtual
Spatial Resource Center
to provide Sustainable GIS Assistance

Linking *Data, Docs, Charts, Maps, Videos, Reports, etc.*, to…

University of Redlands

Atlas Pages:

- Provide basic info on the context of the IE (population, income, etc.)
- Profile faculty research on how GIS can be used to help businesses
- Thumbnail graphics of maps, charts, and videos
- Links to resources (right)

- Create a study area
- Explore/print maps
- Create reports
- Simple map query for defining potential markets

Answers questions like:

- ***Who are my competitors?***
- ***Why are certain stores performing poorly?***
- ***Where should the next store go?***
- ***Who are my customers?***
- ***Who are my most profitable customers?***
- ***Where are they?***
- ***How far do they typically travel?***
- ***Where can I find more like them?***
- ***How do I reach them?***

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Technology

Technology used to develop Spatial Business Resource Center:

- *ArcGIS Desktop*
- *ArcGIS Server Enterprise Edition*
- *ArcGIS Business Analyst Desktop & Server*

- *Adobe Flex*
- *Adobe Flash*
- *MS SharePoint*
- *MS ASP.NET*

NOTE: *Open-source Web Mapping and Spatial Analysis Tools were used in OTHER Grant Activities, but Not in Developing the Spatial Business Resource Center*

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to provide Sustainable
GIS Assistance

II. ABOUT
- Contributors And Credits
- History Of The IE
- How To Use The Atlas
- Resources And Tools
- Sources And Citations
- Where Is The Inland Empire?

III. PEOPLE
IV. INCOME AND EMPLOYMENT
V. HOUSING
VI. BUSINESS AND INDUSTRY
VII. OUR FUTURE
VIII. INDEX

About | History

The Inland Empire is a region mainly located in Southeast California, particularly the Riverside and San Bernardino counties. It is the second largest metropolitan area in Southern California, third in California, 14th largest in the United States and 25th in the Americas. It generally encompasses the urbanized, western areas of those counties. The Inland Empire is centered in the region's oldest cities: Ontario, San Bernardino, and Riverside. These cities were established at about the end of the 19th century and were major centers of agriculture including citrus, dairy, and wine-making. The name "Inland Empire" was first used in the 1950s to distinguish the region from the coastal communities of the Greater Los Angeles Area, and Los Angeles itself.

The "Inland" part of the name is derived from the region's location about 37 miles (60 km) inland from the Pacific Ocean (from Huntington Beach) and east of downtown Los Angeles. The most accepted physical boundaries between Los Angeles and the Inland Empire from west to east are the San Jose Hills splitting the San Gabriel Valley from the Pomona Valley, leading to the urban populations centered in the Greater San Bernardino area. From the south to north, the Santa Ana Mountains physically divide Orange from San Bernardino and Riverside Counties. The Santa Rosa Mountains, as well as the Southern California portion of the Sonoran Desert, physically divide Riverside from San Diego county. Interconnectivity provided by one of the most comprehensive freeway systems in the United States has eroded any sense of physical boundaries between the Inland Empire and the Greater Los Angeles area. Since the 1970s a rapidly growing population has led to more residential, commercial, and industrial development in this rural "intermediate" area east of LA and Orange County, and north of San Diego County. With a population of over 4 million people, the Inland Empire is the 14th largest metropolitan area in the United States.

Prior to the mid-19th century, the area was sparsely populated by Native Americans; the Spanish and Mexicans who once controlled the area considered it largely unsuitable for colonization. The first group of White American settlers arrived over the Cajon Pass in 1851, in the form of Mormon pioneers who were the first

County lines animation

Exploration trails created by Spanish explorers, trappers and emigrants.

Historic tribal lands

Surveyor information, mid 1800s

Example of IE Atlas Page

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Example of an Atlas Page

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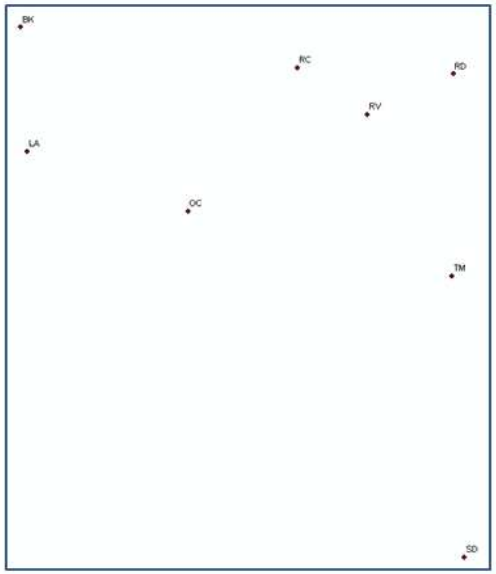
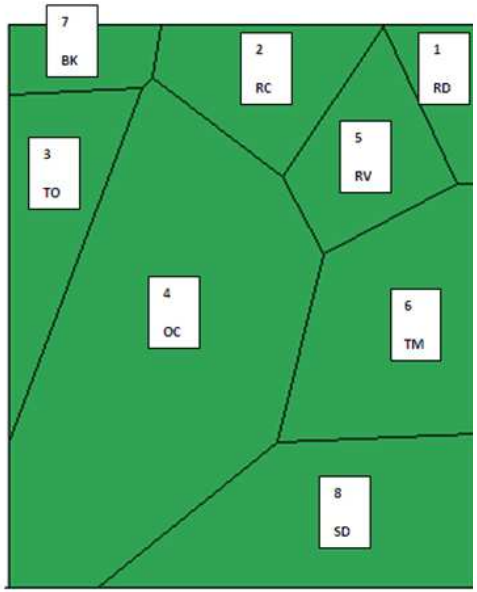
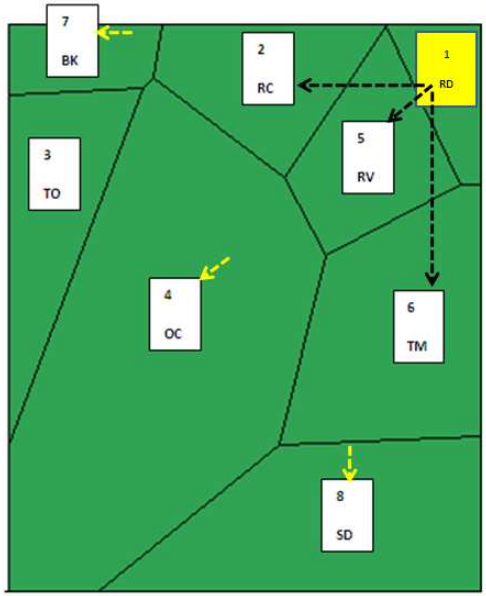
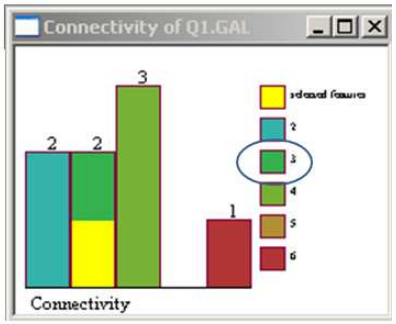
Tools

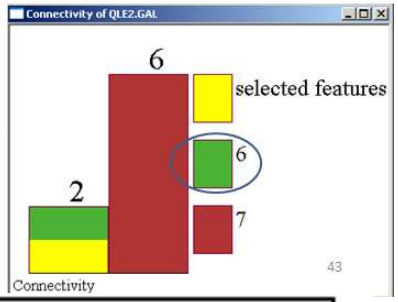
Contiguity Weights



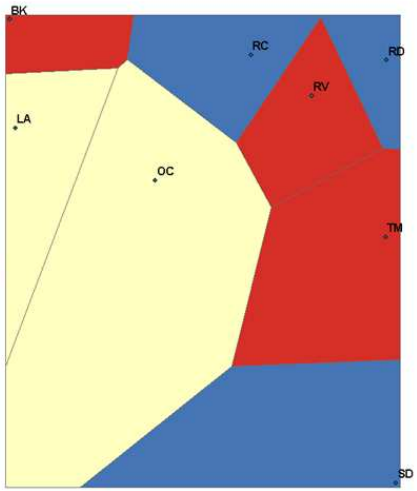








Median Residential Value @ Zip Code

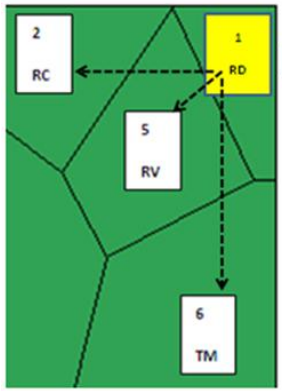


QUESTION:

Is There Any Spatial Pattern in This Map ?

At the Borders, R/B or B/R = 5 R/R or B/B = 2

So, expect a NEGATIVE ASSOCIATION, (but too few points to be sure)



	Res_Val	#C	Conn_R_V
1	$ 324,946	3	$ 616,774
2	$ 350,037	4	$ 436,111
3	$ 414,058	2	$ 446,507
4	$ 394,427	6	$ 509,907
5	$ 526,484	4	$ 510,802
6	$ 973,801	4	$ 385,583
7	$ 498,587	3	$ 386,174
8	$ 296,475	2	$ 684,114
8		28	

A Measure of Spatial Association → PolyCtE1N

= (8 / 28) * Correlation[Res_Val, Conn_R_V]

= (8 / 28) * (-0.61) = -0.17 NEGATIVE Correlation

Virtual Spatial Resource Center to provide Sustainable GIS Assistance

The Inland Empire Business Atlas

I. HOME
II. ABOUT
III. PEOPLE
- Age
- Crime
- Education
- Health
- Languages
- Lifestyle
- Population
- Race/Ethnicity

IV. INCOME AND EMPLOYMENT
V. HOUSING
VI. BUSINESS AND INDUSTRY
VII. OUR FUTURE
VIII. INDEX

People | Population

From 2000-2008, the CA Finance Department reports that the Inland Empire added 888,562 people to reach 4,144,088, a 2.8% compound growth rate. Ten cities now have over 100,000 people, led by Riverside (296,842) and San Bernardino (205,493) followed by Fontana (188,498) and Moreno Valley (183,860). The two newest were Temecula (101,057) and Murrieta (100,173). The smallest cities were Indian Wells (5,025), Needles (5,807) and Big Bear Lake (6,256). Three cities added over 45,000 people from 2000-2008: Fontana (59,570), Murrieta (55,891), Rancho Cucamonga (46,565). Four cities added under 1,000: Needles (977), Grand Terrace (917), Big Bear Lake (818), Calimesa (397).

Of California's 478 cities, the Inland Empire's five largest places ranked: Riverside (12th), San Bernardino (19th), Fontana (22nd), Moreno Valley (23rd), Rancho Cucamonga (26th). From 2007-2008, the area had six of the state's fastest growth rates: Beaumont (11.3%; 2nd), Perris (5.7%; 11th), Indio (5.6%; 15th), Coachella (5.2%; 16th), Victorville (4.9%; 18th), Desert Hot Springs (4.7%, 20th). Six cities ranked in the top 20 in absolute growth: Fontana (7,216; 8th), Riverside (5,231, 11th), Victorville (5,059; 12th), Indio (4,304; 14th), Moreno Valley (3,257; 18th) and Beaumont (3,206; 20th).

County Migrations	1995 to 2000	2000 to 2008	percent increase
LA to Ventura	21,300	19,000	-11%
LA to San Bernardino	76,000	192,000	153%
LA to Riverside	47,000	108,100	130%
LA to Orange	68,300	72,500	6%
LA to San Diego	21,100	18,200	-14%
Orange to Riverside	29,600	129,500	338%
Orange to San Diego	7,500	--	-100%

Population density 2008

Population growth rate 2000-2008

Total Population 2008

Example of IE Atlas Page

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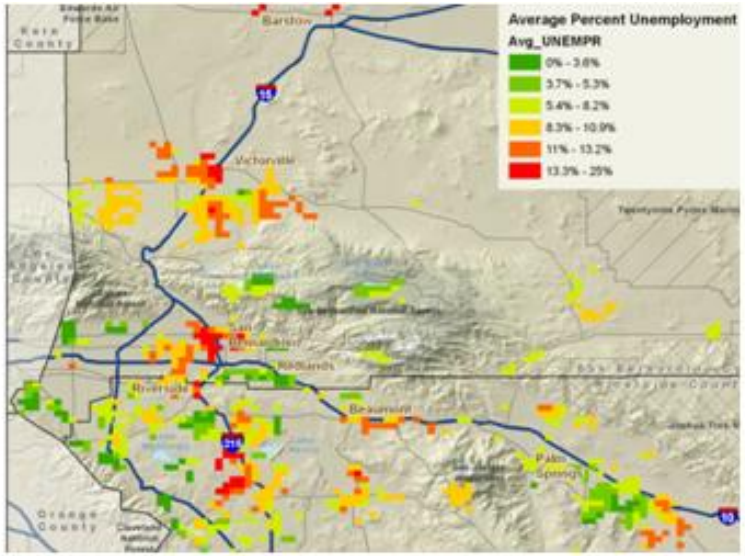
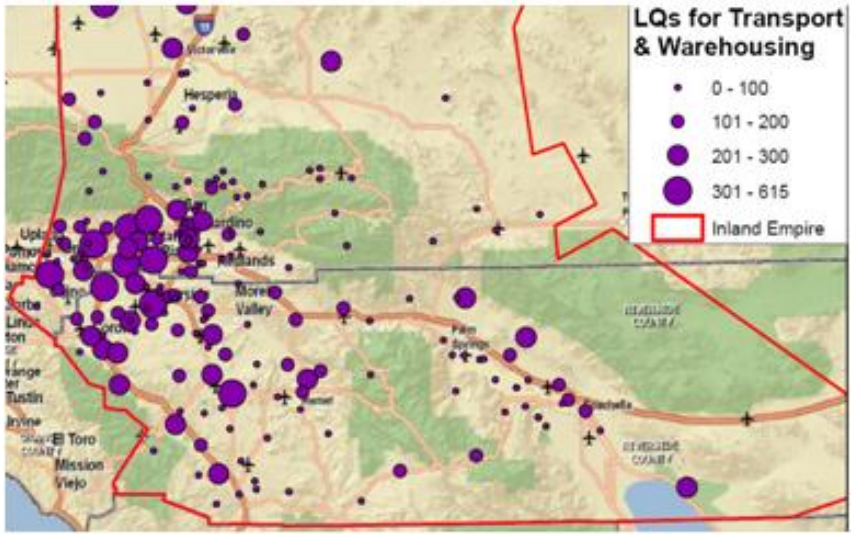
Sample Faculty Projects

- *Job centers and industry types*
- *Poverty & access to services*
- ***Warehousing & transportation***
- *Linguistically-isolated households*
- ***The IE housing "bubble"***
- *Not-for-profit organizations*
- *Ethnicity and buying power*
- *Aviation industry & education*
- ***…***





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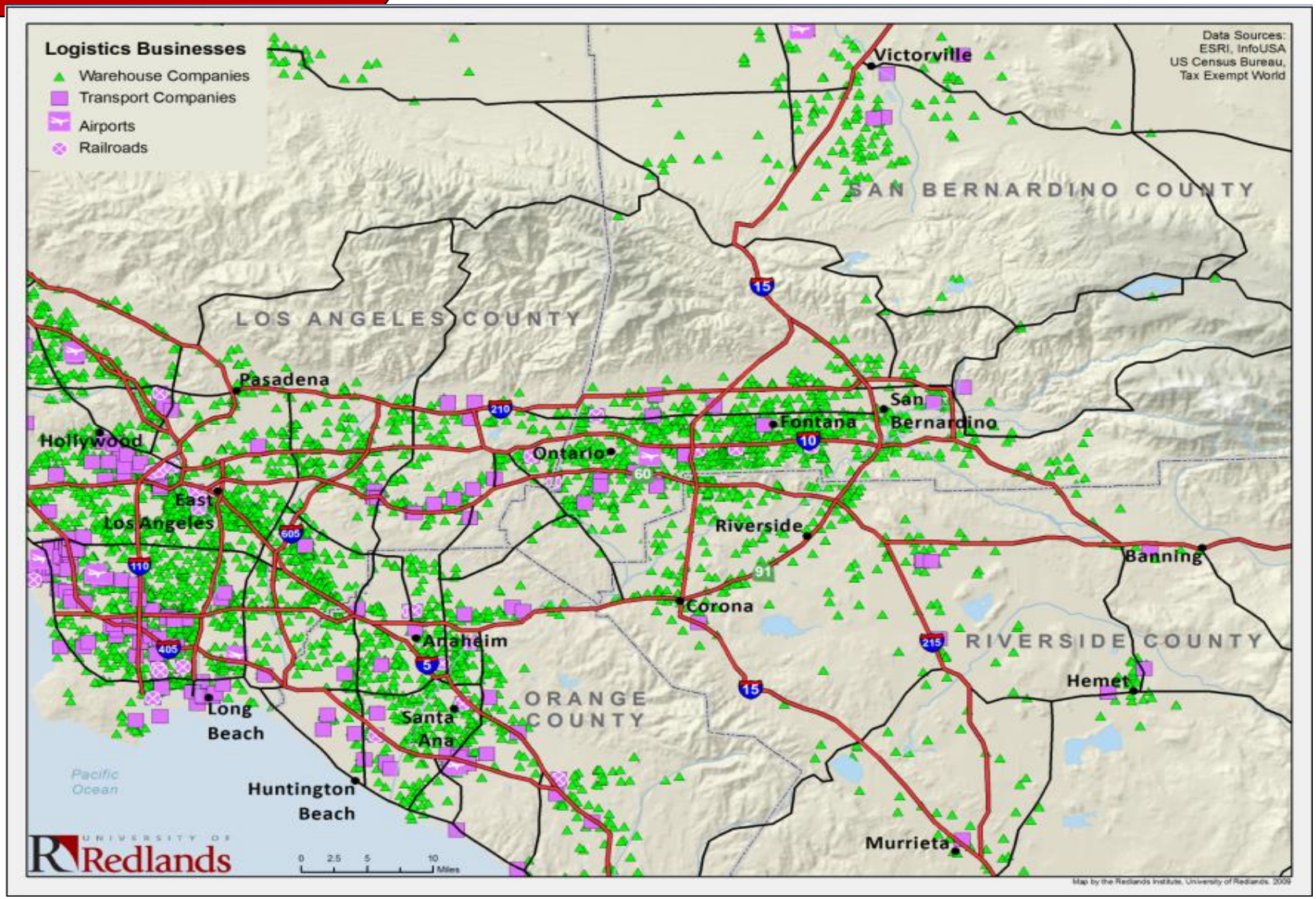
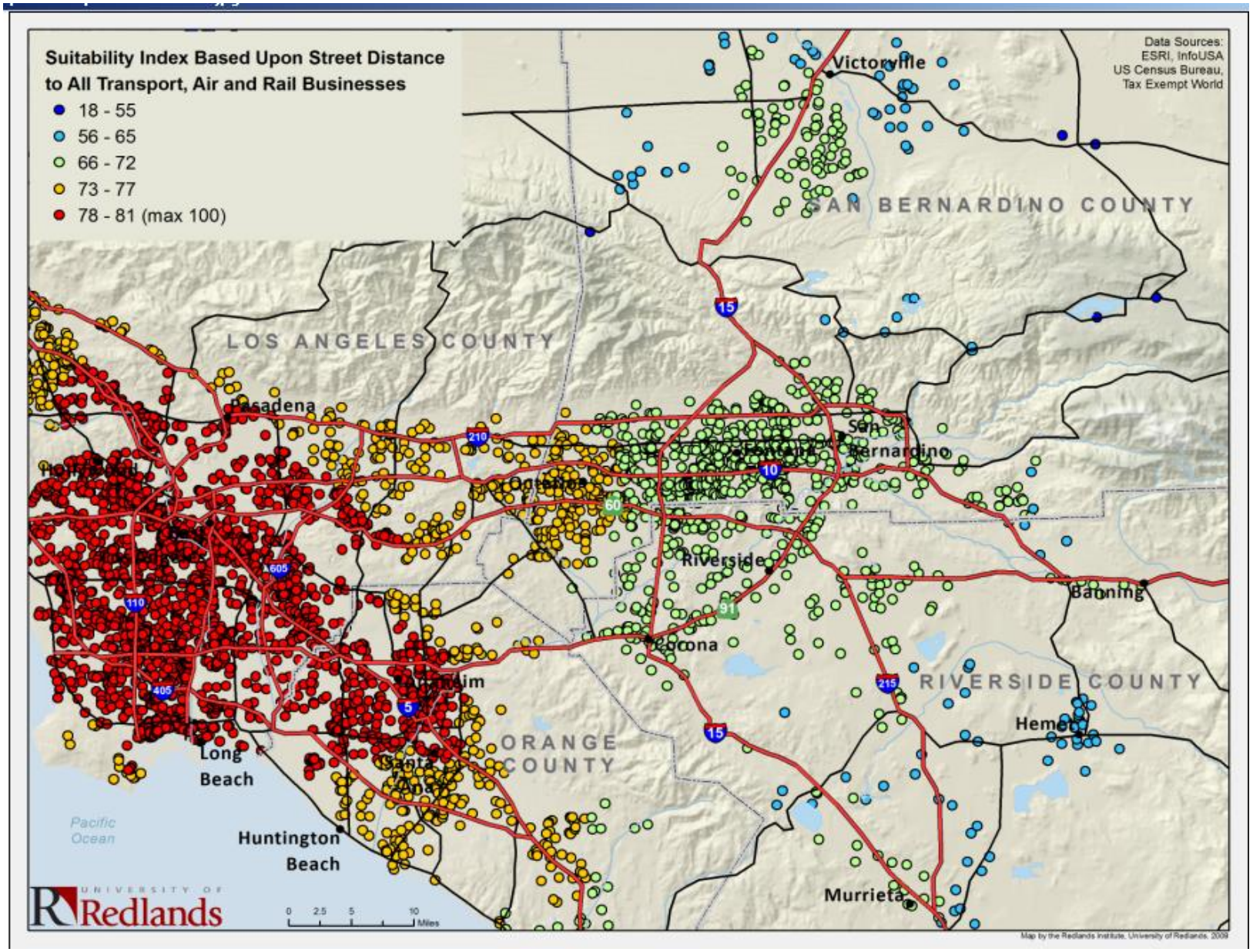
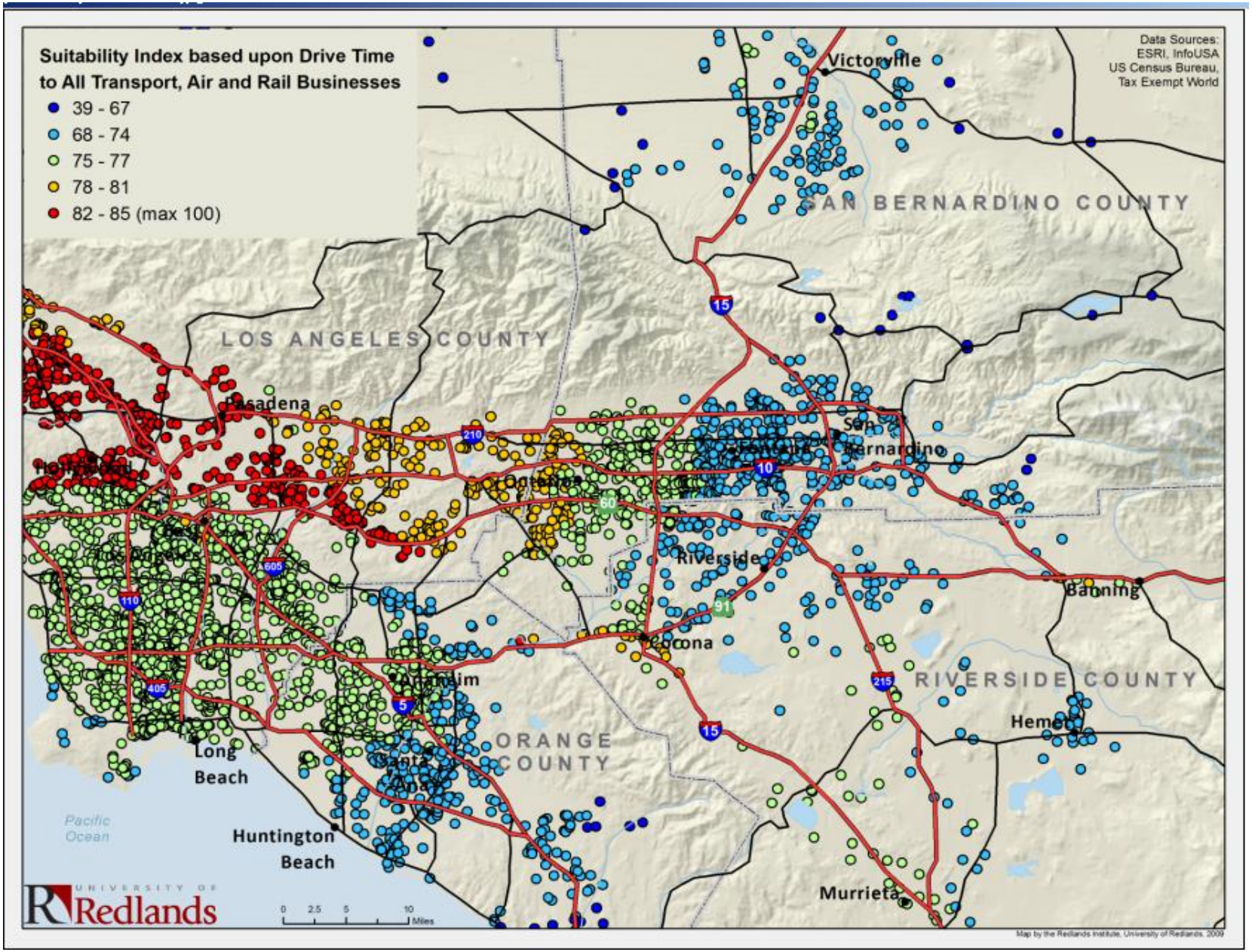
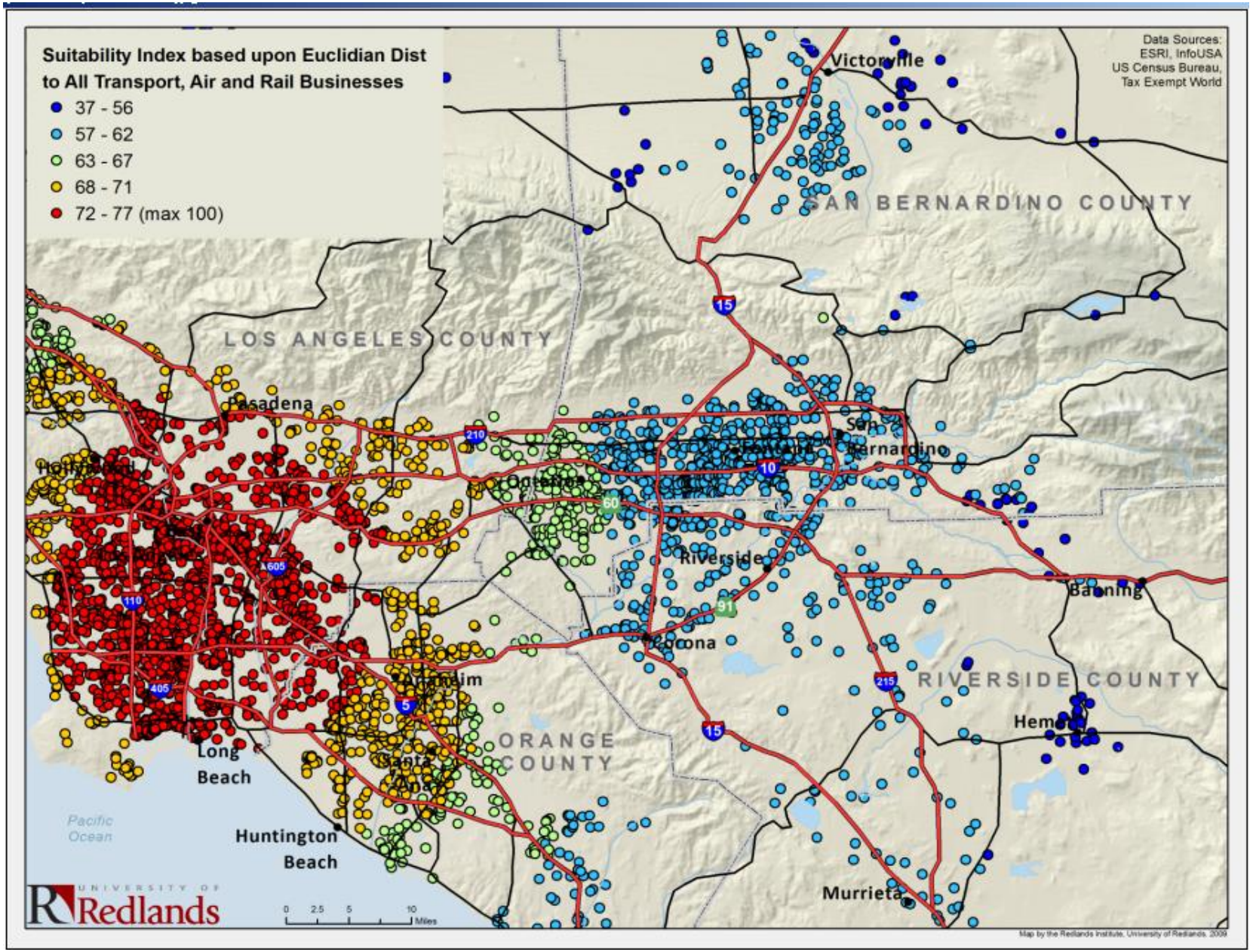
Warehousing & Transportation



Location Quotients of Logistics Businesses by Zip Code
5 - 90
91 - 180
181 - 360
361 - 720
721 - 1250
Data Sources:
ESRI, InfoUSA
US Census Bureau
Tax Exempt World
SAN BERNARDINO COUNTY
LOS ANGELES COUNTY
RIVERSIDE COUNTY
ORANGE COUNTY
Victorville
Pasadena
Hollywood
East Los Angeles
Ontario
Fontana
San Bernardino
Riverside
Banning
Corona
Anaheim
Long Beach
Santa Ana
Huntington Beach
Hemet
Murrieta
Pacific Ocean
15
210
10
60
605
110
91
405
5
215
University of Redlands
0 2.5 5 10 Miles


Suitability Index Based Upon Street Distance to All Transport, Air and Rail Businesses
18 - 55
56 - 65
66 - 72
73 - 77
78 - 81 (max 100)
Data Sources: ESRI, InfoUSA US Census Bureau, Tax Exempt World
Victorville
SAN BERNARDINO COUNTY
LOS ANGELES COUNTY
Pasadena
San Bernardino
Riverside
Banning
Corona
RIVERSIDE COUNTY
Hemet
ORANGE COUNTY
Long Beach
Huntington Beach
Pacific Ocean
Murrieta
UNIVERSITY OF Redlands
0 2.5 5 10 Miles
Map by the Redlands Institute, University of Redlands, 2009


Suitability Index based upon Drive Time to All Transport, Air and Rail Businesses
39 - 67
68 - 74
75 - 77
78 - 81
82 - 85 (max 100)
Data Sources:
ESRI, InfoUSA
US Census Bureau,
Tax Exempt World
SAN BERNARDINO COUNTY
LOS ANGELES COUNTY
ORANGE COUNTY
RIVERSIDE COUNTY
Victorville
Pasadena
San Bernardino
Riverside
Corona
Banning
Hemet
Murrieta
Long Beach
Huntington Beach
Pacific Ocean
Redlands
Miles


Suitability Index based upon Euclidian Dist to All Transport, Air and Rail Businesses
37 - 56
57 - 62
63 - 67
68 - 71
72 - 77 (max 100)
Data Sources:
ESRI, InfoUSA
US Census Bureau,
Tax Exempt World
SAN BERNARDINO COUNTY
LOS ANGELES COUNTY
ORANGE COUNTY
RIVERSIDE COUNTY
Victorville
Pasadena
Riverside
Banning
Long Beach
Huntington Beach
Murrieta
Pacific Ocean
University of Redlands
Map by the Redlands Institute, University of Redlands, 2009

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Housing Chapter:

Includes both:

Basic information on housing and home values

And:

Faculty research project on factors influencing the IE Housing "Bubble"

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Inland Empire Business Atlas

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Link to Quarterly-Updated, Aggregate Housing Data

SOUTHERN CALIFORNIA HOME RESALE ACTIVITY

L.A. Times Sunday Edition Charts - Data for May 2009

% Change is from the same month last year
Past Issues are available from DQNews Custom Reports

		Single Family Homes			Condominiums			SFR Only
Community Name	ZIP Code	Sales of Single Family Homes	Price Median SFR ($1,000)	Price % Chg from May 2008	Sales Count Condos	Price Median Condos ($1,000)	Price % Chg from May 2008	Median Home Price/ Sq. Ft
LOS ANGELES COUNTY								
Countywide		**4,833**	**$295**	**-32.2%**	**1,330**	**$290**	**-20.2%**	**$214**
Acton	93510	12	$395	-28.2%	n/a	n/a	n/a	$161
Agoura Hills	91301	8	$810	15.7%	17	$470	-8.7%	$307
Alhambra	91801	11	$630	23.2%	8	$398	6.1%	$341
Alhambra	91803	9	$485	-4.0%	3	$317	-31.5%	$347
Altadena	91001	32	$420	-22.2%	4	$940	-24.8%	$308
Arcadia	91006	26	$718	1.9%	4	$483	-12.3%	$394
Arcadia	91007	18	$978	14.7%	10	$448	-10.5%	$399
Artesia	90701	13	$367	-5.9%	2	$310	3.3%	$217
Avalon	90704	n/a	n/a	n/a	1	$500	-7.4%	n/a
Azusa	91702	38	$238	-28.9%	13	$235	-1.1%	$208
Baldwin Park	91706	37	$227	-31.2%	13	$173	-30.2%	$221
Bell	90201	8	$245	-49.0%	4	$250	n/a	$223
Bellflower	90706	32	$324	-18.8%	6	$220	-17.0%	$227
Beverly Hills	90210	13	$2,383	-35.6%	2	$840	n/a	$751
Beverly Hills	90211	4	$1,625	16.1%	2	$858	42.9%	$1,043
Beverly Hills	90212	4	$1,709	n/a	n/a	n/a	n/a	$593
Burbank	91501	3	$775	7.6%	4	$383	-7.8%	$320
Burbank	91502	1	$305	n/a	1	$280	-36.0%	$240
Burbank	91504	3	$619	-16.9%	2	$368	-5.2%	$334
Burbank	91505	22	$450	-15.1%	3	$450	18.4%	$369
Burbank	91506	12	$469	-20.8%	1	$280	-55.2%	$361

Available by Zip Code for Six Counties

http://www.dqnews.com/Charts/Monthly-Charts/LA-Times-Charts/ZIPLAT.aspx

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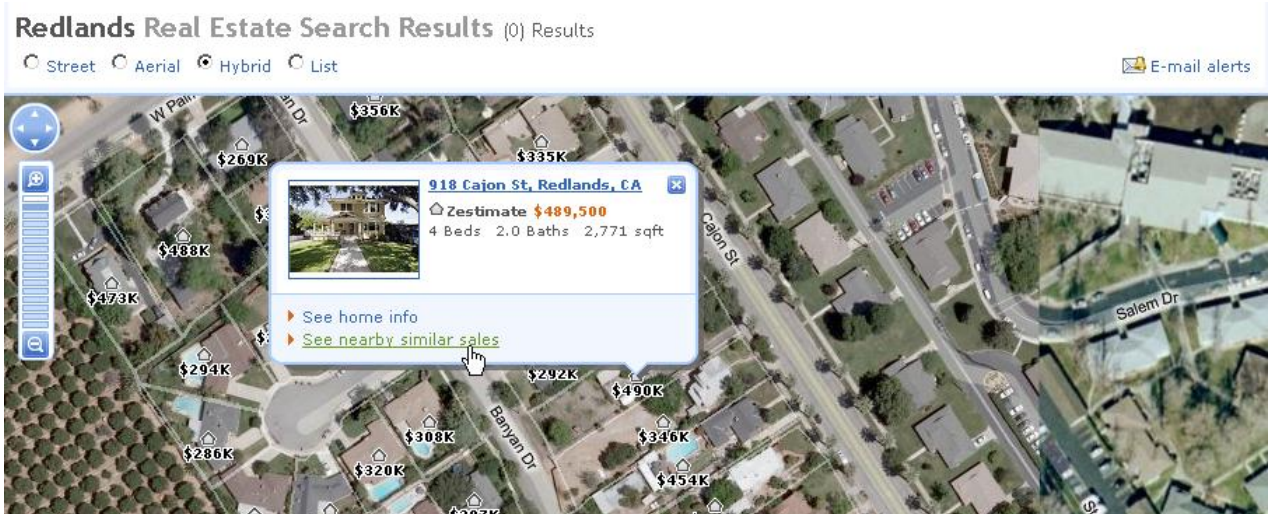
Link to Continuously-Updated, Localized Housing Data



Address	Price	Sold On	Bd	Ba	Size (sqft)	Lot (sqft)	Year	Price/SqFt	Dist. (mi)
626 S Buena Vista St	$425,000	06/05/2009	3	2.0	2,100	--	1940	$218	0.46
1341 Elizabeth St	$405,000	05/29/2009	4	2.5	2,172	--	1980	$186	0.53
419 Walnut Ave	$335,000	03/30/2009	3	2.0	--	--	--	--	0.27
112 E Fern Ave	$285,000	06/24/2009	4	2.0	2,253	--	1894	$126	0.56
1314 Garden St	$370,000	06/03/2009	4	2.5	4,014	--	--	$92	0.53
803 Banyan Dr	$233,000	05/29/2009	3	2.0	1,292	8,880	1970	$180	0.06
218 Phlox Ave	$250,000	05/13/2009	4	1.5	1,722	8,600	1959	$145	0.17
631 Alvarado St	$505,000	12/30/2008	3	2.0	2,187	--	--	$230	0.33
814 La Paloma St	$350,000	01/02/2009	4	2.0	2,053	--	1963	$170	0.30
10 Sherril Ln	$335,000	05/29/2009	3	2.0	--	--	--	--	0.71
1004 Cajon St	$250,000	02/27/2009	5	3.0	3,615	32,465	--	$69	0.08

• • •

http://www.zillow.com

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Spatial Business Library

About the Library

The primary purpose of this library is to be a one-stop resource for anyone who is looking for materials (articles, courses, cases, books, audio/video clips, data sources, analysis templates, tools for analysis, events, etc.) to enhance their knowledge of GIS applications in business. Students and faculty in business schools/programs, employees of a wide variety of businesses (large or small, for-profit or not-for-profit, or public or private) in a wide variety of industries, and consultants and businesses catering to GIS applications in business will find the material in the site useful.

Starting with an initial collection of about 500 entries we expect the library to grow, and become increasingly more useful, with the active participation of the user community. We anticipate that the growing infusion of GIS in the business world will lead to growing infusion of this knowledge in business schools thus increasing the usefulness of the resources on this site. As usage, and user base, increases it is natural to expect that contributions to this site will also increase.

User Login

Remember

Log In

register | recover

Why join?

Registering at this website will provide you the following privileges:

- you can submit entries for inclusion in the library listing
- you can sign-up for periodic Email alerts about materials added since your last visit
- you will be able to rate

Please join and enhance the quantity and quality of the collection so that we can all benefit as a community.

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Popular

A case for spatial decision-support systems in retail location planning
viewed 34 time(s)

People like us
viewed 22 time(s)

A new product growth model for consumer durables
viewed 19 time(s)

Site Stats as of 7/27/2009

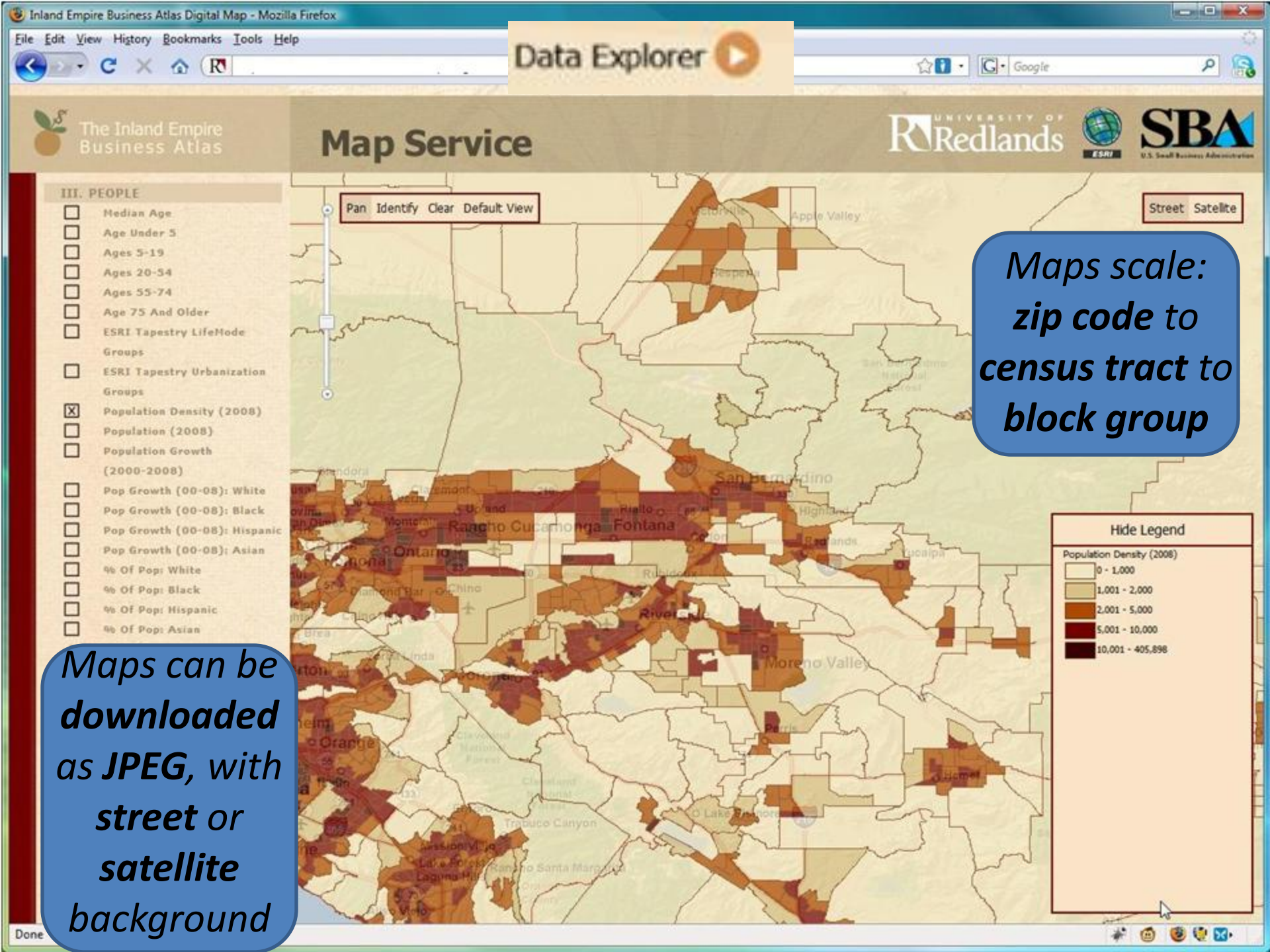
Total Items	**498**
Items Viewed	**247**
Journal Articles	*189*
Books	*97*
PowerPoint Presentations	*87*
Online Journals	*58*
Course Websites	*29*
Dissertation or Thesis	*27*
Online Courses	*6*
Course Syllabus	*1*
Case in a Books	*1*
Academic Programs in Business	*1*
Schools/Colleges	
Working Papers	*1*
Video Clips	*1*

Recently Added

Highly constrained multi-facility warehouse management system using a GIS platform
posted 7/4/2009 @ 11:25 AM

Design of an IT-driven decision support system for vehicle routing and scheduling
posted 7/4/2009 @ 11:24 AM

Analysis and improvement of the product delivery system of a beer producer in Ankara
posted 7/4/2009 @ 11:23 AM


Inland Empire Business Atlas Digital Map - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Data Explorer
The Inland Empire Business Atlas
Map Service
University of Redlands
ESRI
SBA
III. PEOPLE
Median Age
Age Under 5
Ages 5-19
Ages 20-54
Ages 55-74
Age 75 And Older
ESRI Tapestry LifeMode Groups
ESRI Tapestry Urbanization Groups
Population Density (2008)
Population (2008)
Population Growth (2000-2008)
Pop Growth (00-08): White
Pop Growth (00-08): Black
Pop Growth (00-08): Hispanic
Pop Growth (00-08): Asian
% Of Pop: White
% Of Pop: Black
% Of Pop: Hispanic
% Of Pop: Asian
Pan Identify Clear Default View
Street Satellite
Maps scale: zip code to census tract to block group
Hide Legend
Population Density (2008)
0 - 1,000
1,001 - 2,000
2,001 - 5,000
5,001 - 10,000
10,001 - 405,898
Maps can be downloaded as JPEG, with street or satellite background
Done

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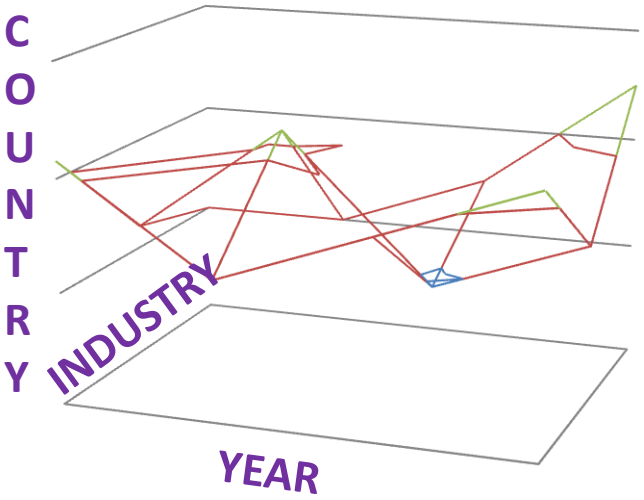
Global Trade and Competitiveness Atlas



Global Trade & Competitiveness Atlas

Coming Soon!

Visit the site »

Global Trade Atlas

The Global Competitiveness Atlas allows researchers, politicians and practitioners alike to see and analyze how global competitiveness patterns evolved over time. Johannes Moenius, an economist in the School of Business, has combined trade theory, namely the theory of comparative advantage, with statistical methods, to create a digital atlas that displays global competitiveness measures for about 200 countries and 800 industries over a 40 year time period. For example, this sample indicates that in the year 2000, only a relatively small number of predominantly either rich or large countries had a comparative advantage in machinery. Overall competitive measures are disentangled by their main drivers, namely relative production cost advantages and relative trade cost advantages. For more information, see http://bulldog2.redlands.edu/fac/johannes_moenius/index.htm and click on "comparative advantage".

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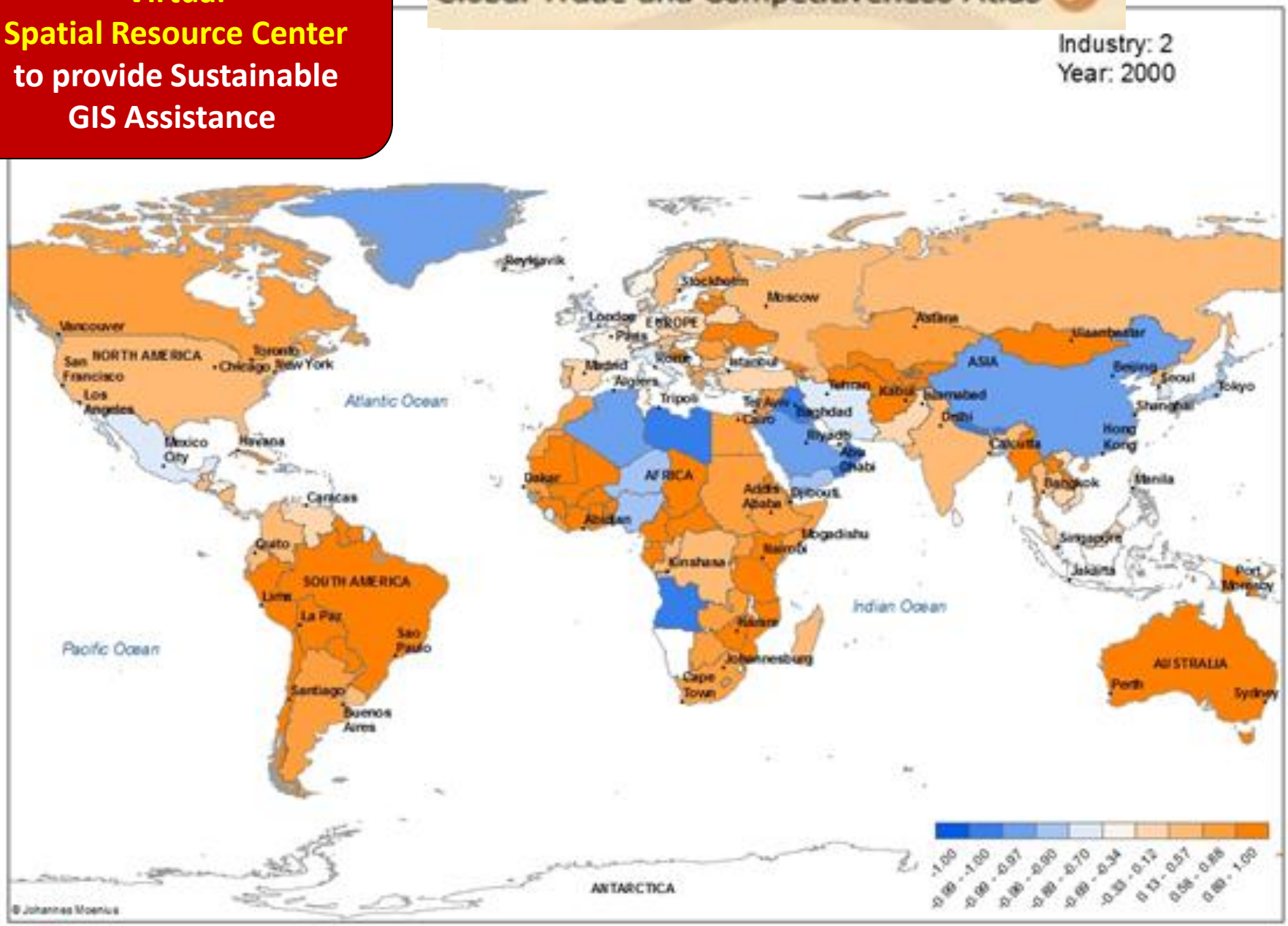

Industry Description: Crude materials, inedible

Red areas indicate comparative advantage, blue areas comparative disadvantage.

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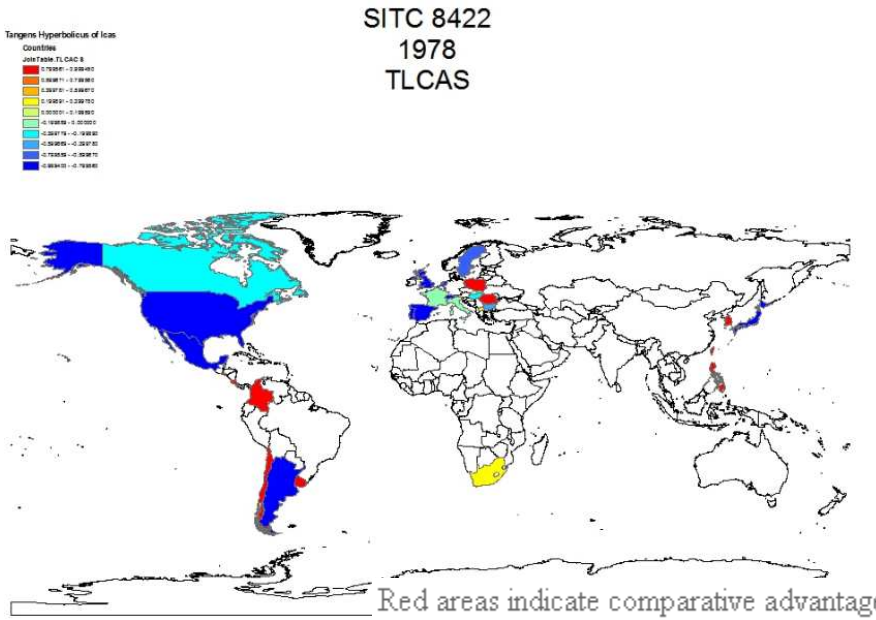
Global Trade and Competitiveness Atlas

By SITC REV.2
4-Digit Industries

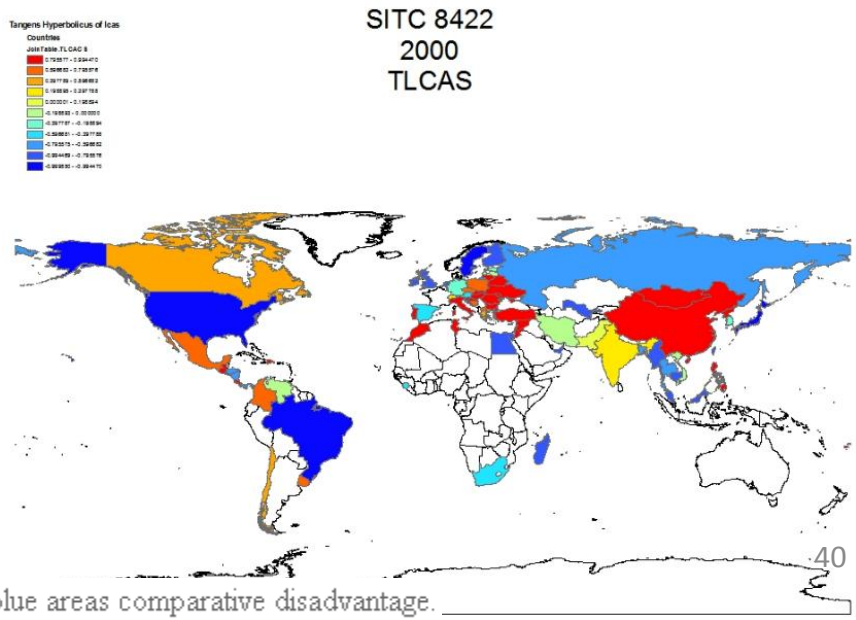
8422: Suits, Mens, of Textile Fabrics

1978 | 1980 | 1985 | 1990 | 1995 | 2000

SITC 8422
1978
TLCAS



SITC 8422
2000
TLCAS



Red areas indicate comparative advantage, blue areas comparative disadvantage.

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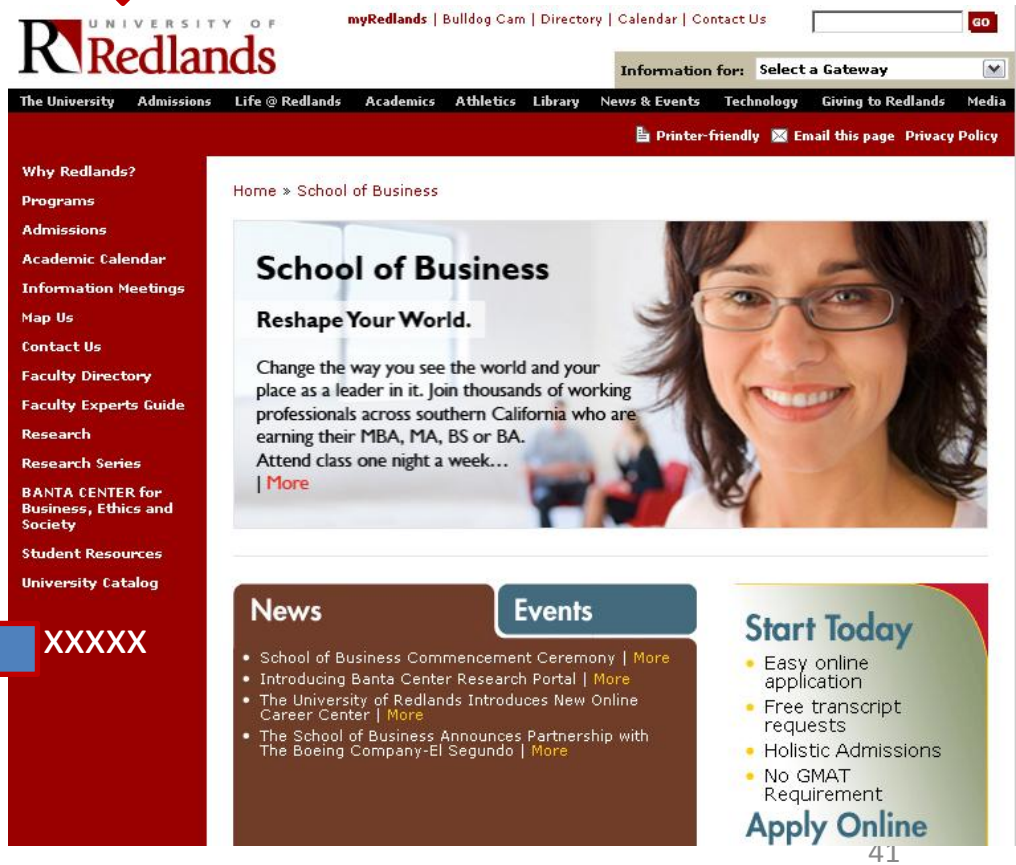
Access to Atlas

www.redlands.edu/schoolofbusiness.asp

business.redlands.edu

/atlas
/atlas/map
/vortal

XXXXX