

Understanding Our World

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Abstract

Every day we face new challenges in our lives, our careers, in society, and in the world. To react to and address these challenges, we need understanding. We need to ask the questions, what exists now? and why? GIS users apply their knowledge and technology to help us in this quest. By sharing our collective understanding of our world, we can plan our course of action to make our world a better place.

New technology is allowing GIS users to extend the reach of their GIS to enable everyone to share a collective understanding. ArcGIS, built on the latest technology, creates great opportunities for further sharing of geographic knowledge.