

1. **Analysis of consumer behavioral patterns** Consumer purchasing behavior is dramatically impacted by geography. The spatial aspects of consumer behavior have historically been oversimplified, and common assumptions are becoming outdated as consumers become more mobile and as their shopping patterns become more complex and dynamic. Geospatial analysis can readily combine geography, consumer movements and consumer lifestyle segmentation data to develop more accurate models of shopping behavior.
2. **Spatial analysis for determining optimal retail locations** is a major focus for GIS-based business research. Different techniques can be employed to determine individual store locations, the efficiency of supply chain networks, and even overarching models to plan the development of store networks. Small business owners can calculate their current trade zone and use this information to develop refined geo-merchandising strategies that will expand their business reach.
3. **Product formulation, price setting, and promotional efforts** marketing are place, product, price, and promotion. Most geospatial analysis tends to center on place, but business librarians can also provide research services to help business owners determine regional product differentiation strategies, optimal product price levels, and improve their regional advertising strategies.

GIS expensive?

analysts. It is designed around the primary geomarketing perspective of a store retailer seeking to better understand their customers, to assess the competitive situation and performance of their existing store network, and to strategically expand their territory.

Those considering geomarketing research services are highly encouraged to review my three

(<http://www.slideshare.net/arabicsmith/go-geospatial-gis-for-libraries>).

How does a business librarian go about developing GIS expertise?

The admittedly steep learning curve associated with GIS impacts librarians as well as patrons.

Conclusion

Geomarketing is growing in importance to business analysis and decision-making and academic business librarians are well advised to develop it as a specialized business research service. At the University of Central Missouri, for example, I have used my GIS training to lead business faculty training workshops, support marketing student research projects, and even assist the university with the strategic mapping of potential donors. The services you offer will differ according to library type and user needs, but will be highly valued and distinguish you in a world

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