



# Geodemographics, GIS and Neighbourhood Targeting

*Richard Harris, Peter Sleight, Richard Webber*

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Geodemographic classification is 'big business' in the marketing and service sector industries, and in public policy there has also been a resurgence of interest in neighbourhood initiatives and targeting. As an increasing number of professionals realise the potential of geographic analysis for their business or organisation, there exists a timely gap in the market for a focussed book on geodemographics and GIS.

*Geodemographics: neighbourhood targeting and GIS* provides both an introduction to and overview of the methods, theory and classification techniques that provide the foundation of neighbourhood analysis and commercial geodemographic products. Particular focus is given to the presentation and use of neighbourhood classification in GIS.

- Authored by leading marketing professionals and a prominent academic, this book presents methods, theory and classification techniques in a reader-friendly manner
- Supported by private and public sector case studies and vignettes
- The applied 'how to' sections will specifically appeal to the intended audience at work in business and service planning
- Includes information on the recent UK and US Census products and resulting neighbourhood classifications

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