



## Advanced Traveler Information Systems

*Bob McQueen, Kan Chen, Rick Schuman*

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Advanced Traveler Information Systems explores the whole traveler information supply chain, from needs analysis and data collection to information processing and dissemination. It provides you with the first comprehensive, balanced view of both the public and private sides of the traveler information business. You get an in-depth review of the public sector information domain with extensive case studies, practical advice and guidance based on real world experiences. This book directly addresses the need to provide sufficient information to support travel behavior changes and make the best use of limited public funds. It offers you a sound perspective on the key issue of fair valuation of traveler information related data, and presents some possible new approaches for you to consider. If you are seeking the latest information on transportation efficiency and effectiveness, or looking for ways to exploit related new opportunities in the field, this book is must reading for you.

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