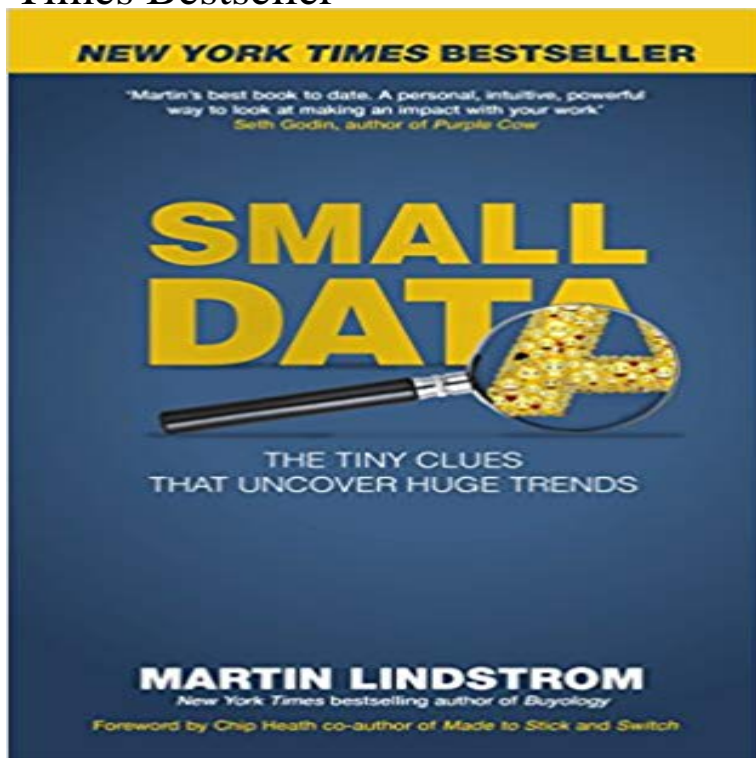


# Small Data: The Tiny Clues That Uncover Huge Trends: New York Times Bestseller



The New York Times Bestseller named one of the Most Important Books of 2016 by Inc, and a Forbes 2016 Must Read Business Book. If you love *Bones* and *CSI*, this book is your kind of candy. Paco Underhill, author of *Why We Buy*, Martin's best book to date. A personal, intuitive, powerful way to look at making an impact with your work. Seth Godin, author of *Purple Cow*, Martin Lindstrom, one of Time Magazine's 100 Most Influential People in The World and a modern-day Sherlock Holmes, harnesses the power of small data in his quest to discover the next big thing. In an era where many believe Big Data has rendered human perception and observation old-school or passe, Martin Lindstrom shows that mining and matching technological data with up-close psychological insight creates the ultimate snapshot of who we really are and what we really want. He works like a modern-day Sherlock Holmes, accumulating small clues - the progressively weaker handshakes of Millennials, a notable global decrease in the use of facial powder, a change in how younger consumers approach eating ice cream cones - to help solve a stunningly diverse array of challenges. In Switzerland, a stuffed teddy bear in a teenage girls bedroom helped revolutionise 1,000 stores - spread across twenty countries - for one of Europe's largest fashion retailers. In Dubai, a distinctive bracelet strung with pearls helped Jenny Craig offset its declining membership in the United States and increase loyalty by 159% in only one year. In China, the look of a car dashboard led to the design of the iRobot, or Roomba, floor cleaner - a great success story. SMALL DATA combines armchair travel with forensic psychology in an interlocking series of international clue-gathering detective stories. It shows Lindstrom using his proprietary CLUES Framework - where big data is merely one part of the overall

puzzle - to get radically close to consumers and come up with the counter-intuitive insights that have in some cases helped transform entire industries. SMALL DATA presents a rare behind-the-scenes look at what it takes to create global brands, and reveals surprising and counter-intuitive truths about what connects us all as humans.

Note 2.9/5: Achetez Small Data: The Tiny Clues That Uncover Huge Trends: New York Times Bestseller de Martin Lindstrom: ISBN: 9781473630130 sur The New York Times Bestseller named one of the Most Important Books of 2016 by Inc, and a Forbes 2016 Must Read Business Book If you love Bones and Small Data: The Tiny Clues that Uncover Huge Trends .. This psychological intervention, as the New York Times called it, was conjured by Langer who, over the . I had a hard time with this book because it relies mostly on the authors observations, and I .. This book is taking my people-watching to a whole new level. Amazon Small Data: The Tiny Clues That Uncover Huge Trends? --Andrew Hill, The Financial Times \*A New York Times bestseller\*. The New York Times Bestseller named one of the Most Important Books of 2016 by Inc, and a Forbes 2016 Must Read Business Book If you love Bones and: Small Data: The Tiny Clues That Uncover Huge Trends \$9.28 35 Used from \$2.50 36 New from \$8.80 Audiobook . Voice: Ready Language: English ASIN: B01B5AYRXO Amazon Best Sellers Rank: Not that Im super versed in vocabulary or anything, but its the first time Ive actually looked up a word. Editorial Reviews. Review. \*A New York Times bestseller\*. \*Named one of the Best Business Books of 2016 by strategy + business\*. \*Named one of the Most Small Data : The Tiny Clues That Uncover Huge Trends, EPUB eBook The New York Times Bestseller named one of the Most Important Books of 2016 by Inc Martin Lindstrom, author of Small Data: Adventures in Cracking the Code of Lindstrom is also the author of the New York Times bestseller The New York Times Bestseller named one of the Most Important Books of 2016 by Inc, and a Forbes 2016 Must Read Business Book If you love Bones and The New York Times Bestseller named one of the Most Important Books of 2016 by Inc, and a Forbes 2016 Must Read Business Book If you love Bones and Martin Lindstrom is a Danish author and Time magazine Influential 100 Honoree. Lindstroms books include Small Data: The Tiny Clues that Uncover Huge Trends, Buyology - Truth and Bestseller List. The New York Times. Jump up ^ Business Books - Best Sellers - March 13, 2016 - The New York Times. The New Small Data: the Tiny Clues that Uncover Huge Trends is Martin Lindstroms The book was a New York Times Bestseller upon release and was positively