



Small Data: The Tiny Clues That Uncover Huge Trends

By Martin Lindstrom

Audible Studios on Brilliance, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 171 x 133 mm. Language: English . Brand New. Named one of the quot; Most Important Books of 2016quot; by Inc. A Forbes 2016 quot; Must Read Business Bookquot; Named a quot; Book Retailers Should Read in 2016quot; by Shelf Awareness Martin Lindstrom, a modernday Sherlock Holmes, harnesses the power of quot;small dataguot; in his guest to discover the next big thing. Hired by the world s leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year in strangers homes, carefully observing every detail in order to uncover their hidden desires and, ultimately, the clues to a multimillion-dollar product. Lindstrom connects the dots in this globetrotting narrative that will enthrall enterprising marketers as well as anyone with a curiosity about the endless variations of human behavior. You ll learn How a noise reduction headset at 35,000 feet led to the creation of Pepsi s new trademarked signature sound. How a worn-down sneaker discovered in the home of an 11-year-old German boy led to LEGO s incredible turnaround. How a magnet found on a fridge in Siberia resulted in a US supermarket revolution. How a toy stuffed bear...



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