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Small Data: The Tiny Clues That Uncover Huge Trends



Synopsis

Martin Lindstrom, a modern-day Sherlock Holmes, harnesses the power of “small data” in his quest 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 multi-million 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 U.S. supermarket revolution. How a toy stuffed bear in a girl’s bedroom helped revolutionize a fashion retailer’s 1,000 stores in 20 different countries. How an ordinary bracelet helped Jenny Craig increase customer loyalty by 159% in less than a year. How the ergonomic layout of a car dashboard led to the redesign of the Roomba vacuum.

Book Information

File Size: 1869 KB

Print Length: 258 pages

Page Numbers Source ISBN: 1250118018

Publisher: St. Martin’s Press (February 23, 2016)

Publication Date: February 23, 2016

Sold by: Amazon Macmillan

Language: English

ASIN: B012N6FB84

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #42,521 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #9

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Customer Reviews

I couldn't put this book down. That was weird. It was a book about marketing, right? Well, maybe that was part of it. I'm not a marketer. I'm a pastor with a huge interest in people. I like to know how people think, what people think, what is driving them, what are they missing. I'm constantly wondering how I can apply the gospel to their lives so that the death and resurrection of Jesus Christ will bring meaning to their lives as it has mine. But I wasn't thinking this book was going to be as insightful and well written as it was. I started reading it Sunday afternoon. I thought I would read a chapter here, look over the introduction, skim the table of contents, read another chapter over there. That's what you do with marketing books isn't it? No, not this one. This book turns pages like Dan Brown novel, only this book has research and plausible hypotheses to work on and convey. Part of me felt like I was binge watching Sons of Anarchy again, getting off the couch sometime the next afternoon still wearing my Pajamas, and in need of a shower. The book was fascinating because this man is a professional people watcher, who understands people better than an anthropologist. Yeah, I've read some anthropology in my time, it's kind of funny they think they are detached observers as they develop their theses, and write their books. Sometimes they have a thing or two to say worthwhile. Martin Lindstrom is different. He's a man on a mission, he doesn't even want to be a detached observer. He feeds off of these people, as he peers into the dark recesses of their souls. And his hypothesis are falsifiable, at least to some extent. He knows he is right when his insight has helped a company sell you a bill of goods. As a pastor, that was a bit of the disturbing factor that kept me glued to the book. It is about selling people stuff, in a manner of speaking it's about figuring out what a person covets, and then selling it to them. Martin finds the insecurities that drive people, looks at how they cope with these insecurities, he looks at how people view themselves, the imbalances they have as individuals and cultures, their vulnerabilities, but also their strengths and joys. In doing so he offers insight into your own soul, which is the scariest place in the habitation of any person. The book made me examine myself, even as reading the book I could see Martin examining himself from time

to time in the same way. The insights were not always pretty. Yet the process I found to be cathartic. The book is about a lot more than marketing from that perspective. A person expects a marketer like Martin to then show how a person can play on and exploit people with this knowledge, yet that really isn't Martin's shtick. Reading the book, I got the notion that he actually, truly loves the people he is working with and for. It's that that drives him far more than the money. It's that aspect of the book that makes it so intriguing. Yes, he will use it to deliver a product you pay for, but he wants that product to deliver what it was you were looking for. As a pastor, his insights into the diminishing role of religion, and consequently the increasing role of superstition, as well as consumerism were both helpful and heartbreaking. But then that's the way truth works. It does make me wonder also to what extent the increasing use of consumerist models to increase church growth both exacerbate that problem, and help to alleviate it for the people the church serves, and desires to serve. I think any civic minded person will find this book to be a valuable read. Pastors, business men, local politicians, and social workers, really anybody that has an interest in people and would like to better understand the people they are trying to serve will find this book to be an unexpected but joyful read.

I expected a dry book on data and what I picked up was one of the most amazing stories I've ever read about human psychology. SMALL DATA is like no other book I've ever read. Its thought provoking, it's captivating and it's fun. But perhaps most importantly it is a book which makes one think, and open up your eyes to a world I simply never realized was surrounding me.

This is one of the most interesting books I have read for some time. Human behavior is so interesting and through the eyes of Martin Lindstrom, little details become important and meaningful. In a time where people feel saturated by "stuff" being sold to us all day long and everyday, I was happy to see that some entrepreneurs and investors are trying to answer problems or fulfill needs that are beneficial. If you like books about human behavior, this book should not be missed.

Very interesting topic. Good book.

Good tips for being aware of what is happening around you. It makes you more conscious of what other people are actually saying and how they are reacting to what you are saying.

Amazing book!! Very interesting data stories and would definitely recommend to data loving people. Giving a new perspective to micro data. Though I think the flow of content can be smoother. Cases are sometimes jumping inconsistently.

Whenever I read about books predicting the future I turn sceptical. How can they - I mean the book publishing cycle is so slow that they rarely can predict things which isn't out-dated the second the book is out. When hearing about Big Data: The Tiny Clues That Uncover Huge Trends - my hope at best was to pick up one or two nuggets - I ended reading the book - not once but twice over just 2 days. It's amazing. What's different about Martin Lindstrom's book is that it goes much further than a conventional trend book - and starts much earlier than where a typical trend book would begin. Lindstrom puts it all into a fascinating perspective - from the first moment he picks up these tiny clues (as he calls them in the book), defines what they mean from a trend point of view - and then shows not only how they can be applied - he actually applies them in his own work - and proves that it all worked. I've never read a book which adds such dimension to the story - where the author actually shows he has a skin in the game and takes his own medicine and applies it in the real world - Lindstrom does. But he does this in an unusual way - by combining clues in surprising and often in even unbelievable ways - then link it all together in ways I would never have thought about and convinces his clients to go with it. What I really like about the book is that he's not only showing all the success cases, he's very honest and covers stories where he mis-read the consumer, where he failed persuading the client or where suddenly some crises happened. It makes the book very real - and actually makes one feel that this Martin Lindstrom guy isn't some perfect oracle but just a very well-travelled, extremely knowledge clever person which like you and I are lucky and at time unlucky.

There are things to be learned, and this book clearly exemplifies it. :D

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