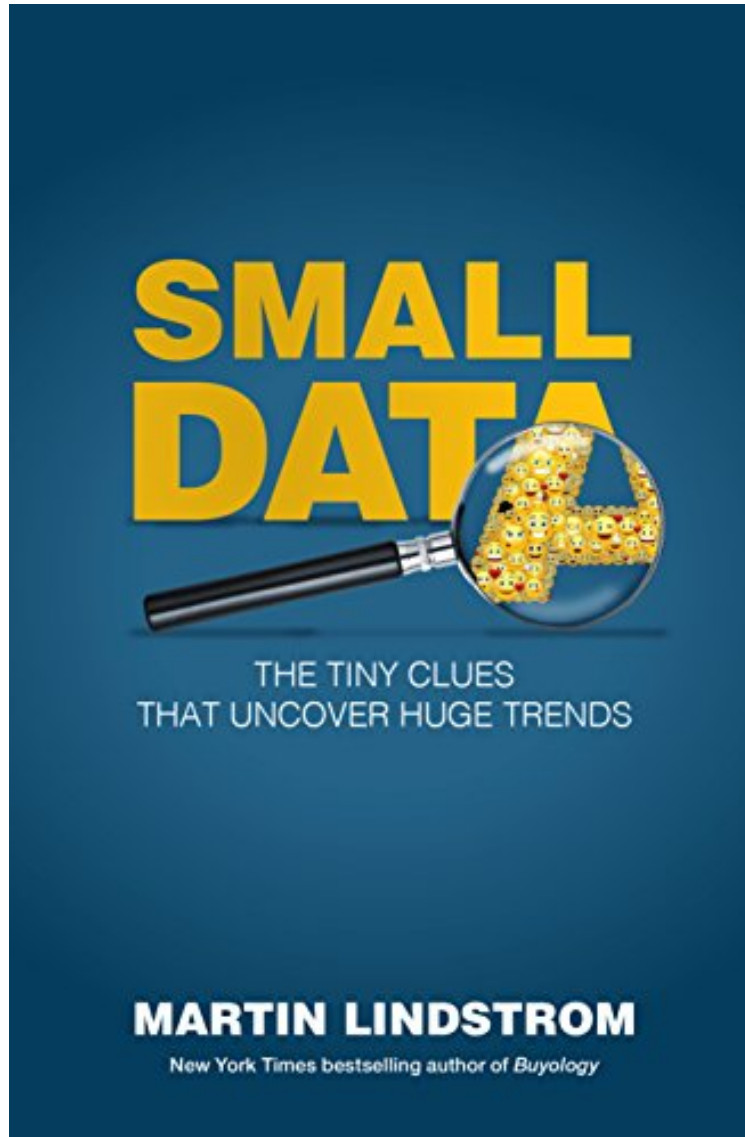


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## Small Data: The Tiny Clues That Uncover Huge Trends

*Martin Lindstrom*

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**Martin Lindstrom : Small Data: The Tiny Clues That Uncover Huge Trends** before purchasing it in order to gage whether or not it would be worth my time, and all praised Small Data: The Tiny Clues That Uncover Huge Trends:

56 of 59 people found the following review helpful. Insightful to the SoulBy Bror EricksonI couldnrsquo;t put this book down. That was weird. It was a book about marketing, right? Well, maybe that was part of it. Irsquo;m not a marketer. Irsquo;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. Irsquo;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 wasnrsquo;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 a 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 hypotheses 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 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. That's that drives him far more than the money. That'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. 1 of 1 people found the following review helpful. Made me think and see the World in a completely different light. By Caleb Fletcher Jordan 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 its fun. But perhaps most importantly it is a book which make one think, and open up your eyes to a world I simply never realized was surrounding me. 0 of 0 people found the following review helpful. I was happy to see that some entrepreneurs and investors are trying ... By LoMai 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.

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.

- 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.

**\*A New York Times bestseller\***  
**\*\*Named one of the "Best Business Books of 2016" by strategy + business\***  
**\*\*Named one of the "Most Important Books of 2016" by Inc.\***  
**\*\*A Forbes 2016 "Must Read Business Book"\***  
**\*\*Named a "Book Retailers Should Read in 2016" by Shelf Awareness\***  
"Lindstrom's uncanny ability to detect and decipher seemingly unrelated clues will inspire reporters and detectives as well as companies looking for ways to develop new products and ideas." Kirkus  
"In today's business environment, Big Data inspires religious levels of devotion and Martin

Lindstrom is an atheist. . . . In sum, Big Data has problems and Martin is successful at showing how Small Data is essential to overcoming them." from the foreword by Chip Heath "Martin Lindstrom channels cutting-edge forensics to reveal the dichotomy between data and wisdom. If you love 'Bones' and 'CSI,' this book is your kind of candy." Paco Underhill, author, *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, *Purple Cow* "Although the data explored in this book may be small, their implications for human behavior are considerable, making them invaluable for anyone wishing to better understand the factors that spur purchase decisions." Robert Cialdini, author of *Influence* "Interesting reflections about enduring human difference in an increasingly homogenised world." --Andrew Hill, *The Financial Times* About the Author MARTIN LINDSTROM is a foremost consultant to a who's who of leading companies. He is the author of the international bestseller, *Buyology*, and five other books on branding and consumer behavior. In 2009, *Time Magazine* recognized him as among the top 100 Most Influential People in The World, and this year, an independent study among 30,000 marketers named him the world's number #1 brand building expert.