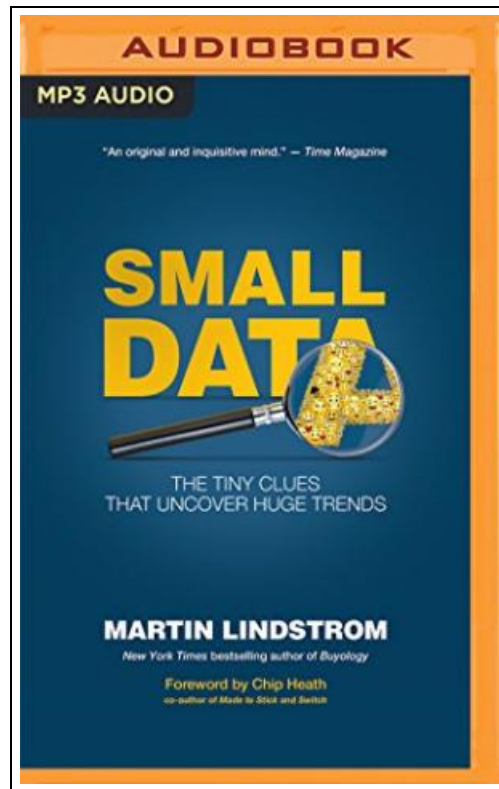# Small Data: The Tiny Clues That Uncover Huge Trends

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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 modern-day Sherlock Holmes, harnesses the power of quot;small dataquot; 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 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 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 percent in less than a year.How the ergonomic layout of a car dashboard led to the redesign of the Roomba vacuum.

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