



Small Data: The Tiny Clues That Uncover Huge Trends

By Martin Lindstrom

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Small Data: The Tiny Clues That Uncover Huge Trends By Martin Lindstrom

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.

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Editorial Review

Review

*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.

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