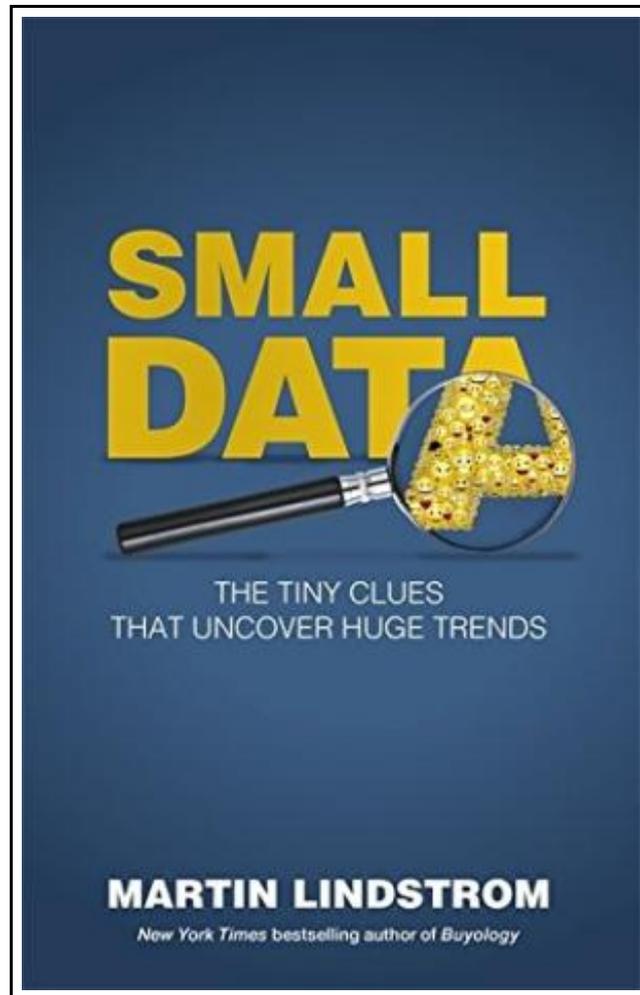


Small Data: The Tiny Clues That Uncover Huge Trends (Paperback)



Filesize: 1.27 MB

Reviews

This created pdf is excellent. We have read through and i also am sure that i am going to going to study yet again yet again in the future. You will not truly feel monotony at at any time of your time (that's what catalogues are for concerning should you check with me).

(Myriam Bode)

SMALL DATA: THE TINY CLUES THAT UNCOVER HUGE TRENDS (PAPERBACK)



Hodder Stoughton General Division, United Kingdom, 2016. Paperback. Book Condition: New. 224 x 176 mm. Language: English . Brand New Book. The New York Times Bestseller named one of the Most Important Books of 2016 by Inc, and a Forbes 2016 Must Read Business Book If you love Bones and CSI , this book is your kind of candy Paco Underhill, author of 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 of Purple Cow Martin Lindstrom, one of Time Magazine s 100 Most Influential People in The World and a modern-day Sherlock Holmes, harnesses the power of small data in his quest to discover the next big thing. In an era where many believe Big Data has rendered human perception and observation old-school or passe, Martin Lindstrom shows that mining and matching technological data with up-close psychological insight creates the ultimate snapshot of who we really are and what we really want. He works like a modern-day Sherlock Holmes, accumulating small clues - the progressively weaker handshakes of Millenials, a notable global decrease in the use of facial powder, a change in how younger consumers approach eating ice cream cones - to help solve a stunningly diverse array of challenges. In Switzerland, a stuffed teddy bear in a teenage girl s bedroom helped revolutionise 1,000 stores - spread across twenty countries - for one of Europe s largest fashion retailers. In Dubai, a distinctive bracelet strung with pearls helped Jenny Craig offset its declining membership in the United States and increase loyalty by 159 in only one year. In China, the look of a car dashboard led to the design of the iRobot, or Roomba, floor cleaner - a great success story....



[Read Small Data: The Tiny Clues That Uncover Huge Trends \(Paperback\) Online](#)



[Download PDF Small Data: The Tiny Clues That Uncover Huge Trends \(Paperback\)](#)

You May Also Like



DK Readers L1: Jobs People Do: A Day in the Life of a Teacher (Paperback)

DK Publishing (Dorling Kindersley), United States, 2001. Paperback. Book Condition: New. American.. 224 x 150 mm. Language: English . Brand New Book. This Level 1 book is appropriate for children who are just beginning to...

[Read Document »](#)



Daycare Seen Through a Teacher s Eyes: A Guide for Teachers and Parents (Paperback)

America Star Books, United States, 2010. Paperback. Book Condition: New. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Between the good mornings and the good nights it s what...

[Read Document »](#)



The Old Peabody Pew (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author...

[Read Document »](#)



Polly Oliver s Problem (Illustrated Edition) (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. Illustrated. 224 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s...

[Read Document »](#)



New Chronicles of Rebecca (Dodo Press) (Paperback)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 224 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author...

[Read Document »](#)