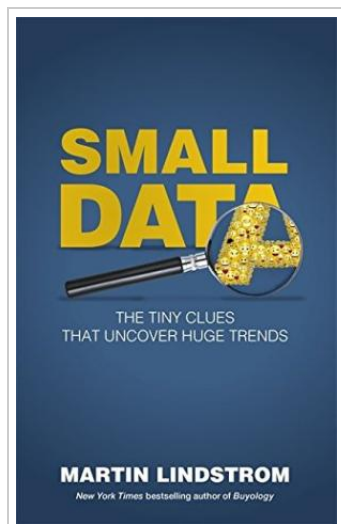




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Small Data: The Tiny Clues That Uncover Huge Trends

By Martin Lindstrom

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...

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