Small Data

By Martin Lindstrom

Macmillan USA Feb 2016, 2016. Buch. Book Condition: Neu. 241x159x30 mm. Neuware - The bestselling author of Buyology maps the subtlest desires of people around the world - and shows how they lead to breakthrough products and services Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year overseas, closely observing people in their homes. His goal: to uncover their hidden desires and turn them into breakthrough products for the world's leading brands. In a world besotted by the power of Big Data, he works like a modern-day Sherlock Holmes, accumulating small clues to help solve a stunningly diverse array of challenges. In Switzerland, a stuffed teddy bear in a teenage girl's bedroom helped revolutionize 1,000 stores, spread across twenty countries, for one of Europe's largest fashion retailers. In Dubai, a bracelet strung with pearls helped Jenny Craig offset its declining membership in the United States and increase loyalty by 159 percent in only a year. And in China, the look of a car dashboard led to the design of the Roomba vacuum - a great American success story. How Lindstrom connects the dots in this globetrotting narrative that...

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