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"Small Data" ...

Small Data - The Tiny Clues That Uncover Huge Trends ...

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describes how he

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**Review: 'Small
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Lindstrom |
Financial Times**

Page 10/33

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of “Small Data” in his
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companies to find out
what makes their
customers tick, Martin
Lindstrom spends 300
nights a year
overseas observing
people in their homes

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to uncover their
hidden desires and
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million dollar product.

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Huge Trends" is a
book about breaking
perspectives in
marketing research
and capturing the

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stories that are missed by Big Data. Most businesses in a rush to Big Data may have minimized the importance of small data, talking to real customers, and simple observation.

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armchair travel with
forensic psychology
into an interlocking
series of international
clue-gathering
detective stories. It
presents a rare
behind-the-scenes
look at what it takes to
create global brands;

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Small data: the tiny clues that uncover huge trends ...

Lindstrom is always willing to break away from the marketing herd, and he does just that with his new book, *Small Data: The Tiny Clues That Uncover Huge Trends*. The small

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data approach
Lindstrom ...

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WHAT IS SMALL
DATA? In the
introduction to his
book Small data: The
Tiny Clues That
Uncover Huge
Trends, Danish expert
Martin Lindstrom —

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who is responsible for coining the term and one of the world's leading marketing maestros in the world —, asks the following question: Are we aware of the sequence of small data we leave behind every day: the habits, gestures and preferences that ...

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**Summaries and
Excerpts: Small data
: the tiny clues that**

...

SMALL DATA

combines armchair
travel with forensic
psychology in an
interlocking series of
international clue-
gathering detective
stories. It shows
Lindstrom using his
proprietary **CLUES**

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Framework - where big data is merely one part of the overall puzzle - to get radically close to consumers and come up with the counter-intuitive insights that have in some cases helped transform entire industries.

"Small Data:" The Tiny Clues That

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Trends is Martin
Lindstrom's seventh
book. It chronicles his
work as a branding
expert, working with
consumers across the
world to better
understand their
behavior.

**Small Data -
Lindstrom Martin |
Public ????????**

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Small Data (2016) is a guide to utilizing minor details about people's lives to connect with them and sell them on your brand image. These blinks incorporate observations of cultures all over the world to point to the emotions and desires that help brands become household

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**Small Data The Tiny
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In the world of Big Data, Machine Learning & Artificial Intelligence, Martin Lindstorm pulls off a convincing case for 'Small Data'- tiny but indispensable clues in consumer behavior

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that can only be unearthed with careful observation, one-to-one interaction and nuanced deep-diving exercises.

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Marketing industry
veteran Martin
Lindstrom has

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published Small Data:
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Trends, a book
exploring the value of
“small data”—minor,
unassuming bits of
information that can
offer substantial
insight into consumer
behavior. Lindstrom
believes that many
companies are failing
to consider the value

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