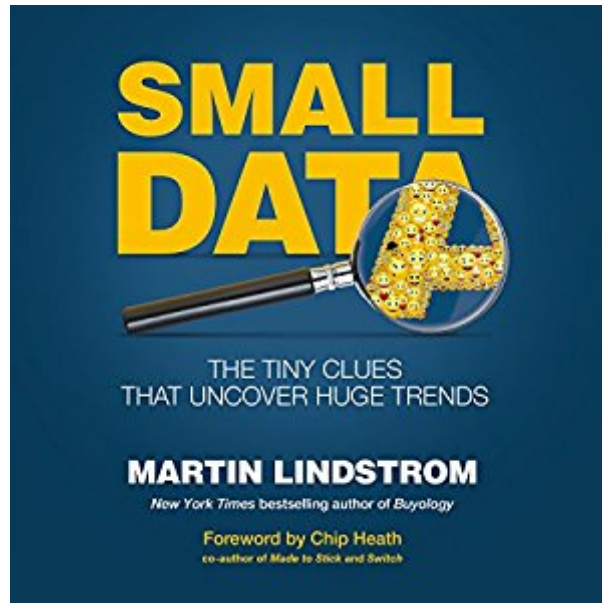


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# Small Data: The Tiny Clues That Uncover Huge Trends



## Synopsis

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 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 multimillion-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 US 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 percent in less than a year. How the ergonomic layout of a car dashboard led to the redesign of the Roomba vacuum.

## Book Information

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## Customer Reviews

I couldn't put this book down. That was weird. It was a book about marketing, right? Well, maybe that was part of it. I'm not a marketer. I'm a pastor with a huge interest in people. I like to

know how people think, what people think, what is driving them, what are they missing. I'm constantly wondering how I can apply the gospel to their lives so that the death and resurrection of Jesus Christ will bring meaning to their lives as it has mine. But I wasn't thinking this book was going to be as insightful and well written as it was. I started reading it Sunday afternoon. I thought I would read a chapter here, look over the introduction, skim the table of contents, read another chapter over there. That's what you do with marketing books isn't it? No, not this one. This book turns pages like a Dan Brown novel, only this book has research and plausible hypotheses to work on and convey. Part of me felt like I was binge watching Sons of Anarchy again, getting off the couch sometime the next afternoon still wearing my Pajamas, and in need of a shower. The book was fascinating because this man is a professional people watcher, who understands people better than an anthropologist. Yeah, I've read some anthropology in my time, it's kind of funny they think they are detached observers as they develop their theses, and write their books. Sometimes they have a thing or two to say worthwhile. Martin Lindstrom is different. He's a man on a mission, he doesn't even want to be a detached observer. He feeds off of these people, as he peers into the dark recesses of their souls. And his hypothesis are falsifiable, at least to some extent. He knows he is right when his insight has helped a company sell you a billion dollars worth of goods. As a pastor, that was a bit of the disturbing factor that kept me glued to the book.

Martin Lindstrom was selected in 2009 by Time Magazine as one of the 100 Most Influential People in the World. Six years later Lindstrom continues to be influential as he travels the world to find the tiny clues that uncover huge trends. • The results of his search can be found in his new book, Small Data. Lindstrom's book is similar to what Malcolm Gladwell does in books like Outliers and The Tipping Point, that is, show us secret patterns that reveal important clues to how people behave. No detail is too small to escape Lindstrom's notice. He dives into all the nooks and hidden corners in people's homes, places of business, playgrounds – any place people gather that reveal who they are and what is important to them. Businesses large and small pay for the information Lindstrom discovers about what people truly want and value. For example, Lowes Supermarket headquartered in North Carolina hired Lindstrom to revitalize falling sales and that is just what Lindstrom did. Lindstrom tells us that: “The small data insights that helped transform a local supermarket into a national phenomenon began in the Russian Far East, and drew inspiration from cultures as various as Japan, China, France, and Italy.” I went online to Lowes site and immediately noticed the Chicken Kitchen and Sausage Works that Lindstrom mentions in his book. Thanks to Lindstrom, these are now “happening places” in the store

where employees take mundane tasks and turn them into entertainment for happy customers. It is fair to say that Small Data is a treasure trove of information that gives us facts and figures about what is special and unusual about the people in various countries and cultures all over the world.

When Martin Lindstrom comes for a visit, watch out. He will examine, note and ponder absolutely everything, from hand gestures to wall décor and even the toilet water. He never knows what will inspire some eureka moment that he can apply to a client's brand and make it a winner. He does this 300 days a year, visiting multiple countries every month. He lives and breathes ethnography (Culture Scans). And he goes in with no preconceived notions of what he expects to learn. Major brands all over the world, on every continent, hire him to find out what they can do to make their brands better, and what off the wall recommendation he is going to make to achieve it. Lindstrom weaves thousands of offbeat facts and surprising observations into the story of how he does his job - watching consumers in their own environments around the world. It forces him to decide why one culture does something but another does it differently. Why fridge magnets are placed low in Russia, high in Saudi Arabia, and to pin photos in the USA. His outsider perspective is evident in this sampling of findings on Americans: -Americans have so many taboo subjects, they pay standup comics millions to discuss what people in other countries consider ordinary conversation. -Americans name ketchup and mayonnaise as fresh foods - Americans are among the least free people in the world. Everything, all day, is regulated, from building shapes to security services. Everyone is tracked by their own phones, along with mail, e-mail, and security cameras everywhere, even those of the neighbors. -The sameness of everything everywhere has a numbing effect. There is nothing surprising or natural. -Everything is restricted for your safety. Even cotton swabs come with specific warnings.

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