

Small Data The Tiny Clues That Uncover Huge Trends

The definitive book on sensory branding, shows how companies appeal to consumers' five senses to sell products. Did you know that the gratifying smell that accompanies the purchase of a new automobile actually comes from a factory-installed aerosol can containing "new car" aroma? Or that Kellogg's trademarked "crunch" is generated in sound laboratories? Or that the distinctive click of a just-opened jar of Nescafé freeze-dried coffee, as well as the aroma of the crystals, has been developed in factories over the past decades? Or that many adolescents recognize a pair of Abercrombie & Fitch jeans not by their look or cut but by their fragrance? In perhaps the most creative and authoritative book on how our senses affect our everyday purchasing decisions, global branding guru Martin Lindstrom reveals how the world's most successful companies and products integrate touch, taste, smell, sight, and sound with startling and sometimes even shocking results. In conjunction with renowned research institution Millward Brown, Lindstrom's innovative worldwide study unveils how all of us are slaves to our senses—and how, after reading this book, we'll never be able to see, hear, or touch anything from our running shoes to our own car doors the same way again. An expert on consumer shopping behavior, Lindstrom has helped transform the face of global marketing with more than twenty years of hands-on experience. Firmly grounded in science, and disclosing the secrets of all our favorite brands, *Brand Sense* shows how we consumers are unwittingly seduced by touch, smell, sound, and more.

Manuel Lima's smash hit *Visual Complexity* is now available in paperback. This groundbreaking 2011 book—the first to combine a thorough history of information visualization with a detailed look at today's most innovative applications—clearly illustrates why making meaningful connections inside complex data networks has emerged as one of the biggest challenges in twenty-first-century design. From diagramming networks of friends on Facebook to depicting interactions among proteins in a human cell, *Visual Complexity* presents one hundred of the most interesting examples of information visualization by the field's leading practitioners.

What really sets the best managers above the rest? It's their power to build a cadre of employees who have great inner work lives—consistently positive emotions; strong motivation; and favorable perceptions of the organization, their work, and their colleagues. The worst managers undermine inner work life, often unwittingly. As Teresa Amabile and Steven Kramer explain in *The Progress Principle*, seemingly mundane workday events can make or break employees' inner work lives. But it's forward momentum in meaningful work—progress—that creates the best inner work lives. Through rigorous analysis of nearly 12,000 diary entries provided by 238 employees in 7 companies, the authors explain how managers can foster progress and enhance inner work life every day. The book shows how to remove obstacles to progress, including meaningless tasks and toxic relationships. It also explains how to activate two forces that enable progress: (1) catalysts—events that directly facilitate project work, such as clear goals and autonomy—and (2) nourishers—interpersonal events that uplift workers, including encouragement and demonstrations of respect and collegiality. Brimming with honest examples from the companies studied, *The Progress Principle* equips aspiring and seasoned leaders alike with the insights they need to maximize their people's performance.

Celebrating the life of an admired pioneer in statistics In this captivating and inspiring memoir, world-renowned statistician George E. P. Box offers a firsthand account of his life and statistical work. Writing in an engaging, charming style, Dr. Box reveals the unlikely events that led him to a career in statistics, beginning with his job as a chemist conducting experiments for the British army during World War II. At this turning point in his life and career, Dr. Box taught himself the statistical methods necessary to analyze his own findings when there were no statisticians available to check his work. Throughout his autobiography, Dr. Box expertly weaves a personal and professional narrative to illustrate the effects his work had on his life and vice-versa. Interwoven between his research with time series analysis, experimental design, and the quality movement, Dr. Box recounts coming to the United States, his family life, and stories of the people who mean the most to him. This fascinating account balances the influence of both personal and professional relationships to demonstrate the extraordinary life of one of the greatest and most influential statisticians of our time. *An Accidental Statistician* also features:

- Two forewords written by Dr. Box's former colleagues and closest confidants
- Personal insights from more than a dozen statisticians on how Dr. Box has influenced and continues to touch their careers and lives
- Numerous, previously unpublished photos from the author's personal collection

An Accidental Statistician is a compelling read for statisticians in education or industry, mathematicians, engineers, and anyone interested in the life story of an influential intellectual who altered the world of modern statistics.

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 multi-million 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 U.S. 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% in less than a year.
- How the ergonomic layout of a car dashboard led to the redesign of the Roomba vacuum.

While serving as an assistant to the hostess of a large Christmas house party in Tiddleton-under-Lovey, Georgie gets the attention of her retired detective grandfather after dead bodies begin showing up.

The chilling *Saga of Darren Shan*, the ordinary schoolboy plunged into the vampire world.

A corporate Web site on the Internet is no longer enough to survive in today's competitive on-line environment. This volume analyzes a range of international companies to demonstrate how the Internet demands a strategic way of thinking about marketing interactive brands to consumers. It also gives readers concrete tools to create a brand strategy on the Internet and answers questions such as: what role should the Internet have in a marketing plan?; what types of companies are best-suited to market our product on the Internet?; how can a systematic dialogue between the consumer and the brand be created?; how can strong traffic on a site be created?; and how is it possible to measure the real value of branding a site? There are reviews of over 70 international Web sites and 40 case studies on companies such as Pepsi, Lego, Yellow Pages, M&Ms, FedEx, Kodak, Volkswagen, and Visa.

Principles of Macroeconomics is a lucid and concise introduction to the theoretical and practical aspects of macroeconomics. This revised and updated third edition covers key macroeconomic issues such as national income, investment, inflation, balance of payments, monetary and fiscal policies, economic growth and banking system. This book also explains the role of the government in guiding the economy along the path of stable prices, low unemployment, sustainable growth, and planned development through many India-centric examples. Special attention has been given to macroeconomic management in a country linked to the global economy. This reader-friendly book presents a wide coverage of relevant themes, updated statistics, chapter-end exercises, and summary points modelled on the Indian context. It will serve as an indispensable introductory resource for students and teachers of macroeconomics.

Errol D'Souza's Macroeconomics helps students realize the connections between theoretical frameworks and the actual behaviour of the economy; enables instructors to teach macroeconomics concepts within the context of both the Indian and global economy; and provides policymakers with material from current research in macroeconomics. The focus of the book rests on the analysis of macroeconomic thought in terms of the intuition and underlying logic that forms its basis. This book has been designed to help readers think independently about real-world situations, by helping them master the basic technical tools that enable them to do this. At a conceptual level, the book focuses on the most current and relevant issues, while also understanding the fluidity of the subject.

Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

THE FIRST ROYAL SPYNESS MYSTERY! The New York Times bestselling author of the Molly Murphy and Constable Evan Evans mysteries turns her attentions to "a feisty new heroine to delight a legion of Anglophile readers."* London, 1932. Lady Victoria Georgiana Charlotte Eugenie, 34th in line for the English throne, is flat broke. She's bolted Scotland, her greedy brother, and her fish-faced betrothed. London is a place where she'll experience freedom, learn life lessons aplenty, do a bit of spying for HRH—oh, and find a dead Frenchman in her tub. Now her new job is to clear her long family name...

The authors look at the history of statistical analysis in baseball, how it can best be used today and how its it must evolve for the future. What is Big Data, and why should you care? Big data knows where you've been and who your friends are. It knows what you like and what makes you angry. It can predict what you'll buy, where you'll be the victim of crime and when you'll have a heart attack. Big data knows you better than you know yourself, or so it claims. But how well do you know big data? You've probably seen the phrase in newspaper headlines, at work in a marketing meeting, or on a fitness-tracking gadget. But can you understand it without being a Silicon Valley nerd who writes computer programs for fun? Yes. Yes, you can. Timandra Harkness writes comedy, not computer code. The only programmes she makes are on the radio. If you can read a newspaper you can read this book. Starting with the basics – what IS data? And what makes it big? – Timandra takes you on a whirlwind tour of how people are using big data today: from science to smart cities, business to politics, self-quantification to the Internet of Things. Finally, she asks the big questions about where it's taking us; is it too big for its boots, or does it think too small? Are you a data point or a human being? Will this book be full of rhetorical questions? No. It also contains puns, asides, unlikely stories and engaging people, inspiring feats and thought-provoking dilemmas. Leaving you armed and ready to decide what you think about one of the decade's big ideas: big data.

From the acclaimed Booker Prize-winning author comes a dazzling novel of family, love and love's disappointments Anna's aged mother is dying. Condemned by her children's pity to living, subjected to increasingly desperate medical interventions, she turns her focus to her hospital window, through which she escapes into visions of horror and delight. When Anna's finger vanishes and a few months later her knee disappears, Anna too feels the pull of the window. She begins to see that all around her, others are similarly vanishing, yet no one else notices. All Anna can do is keep her mother alive. But the window keeps opening wider, taking Anna and the reader ever deeper into an eerily beautiful story of grief and possibility, of loss and love and orange-bellied parrots. Hailed on publication in Australia as Richard Flanagan's greatest novel yet, *The Living Sea of Waking Dreams* is a rising ember storm illuminating what remains when the inferno beckons: one part elegy, one part dream, one part hope.

Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort r sum s, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction

A fresh look at visualization from the author of *Visualize This* Whether it's statistical charts, geographic maps, or the snappy graphical statistics you see on your favorite news sites, the art of data graphics or visualization is fast becoming a movement of its own. In *Data Points: Visualization That Means Something*, author Nathan Yau presents an intriguing complement to his bestseller *Visualize This*, this time focusing on the graphics side of data analysis. Using examples from art, design, business, statistics, cartography, and online media, he explores both standard-and not so standard-concepts and ideas about illustrating data. Shares intriguing ideas from Nathan Yau, author of *Visualize This* and creator of flowingdata.com, with over 66,000 subscribers Focuses on visualization, data graphics that help viewers see trends and patterns they might not otherwise see in a table Includes examples from the author's own illustrations, as well as from professionals in statistics, art, design, business, computer science, cartography, and more Examines standard rules across all visualization applications, then explores when and where you can break those rules Create visualizations that register at all levels, with *Data Points: Visualization That Means Something*.

Our world is about to change. In *Digital Destiny: How the New Age of Data Will Change the Way We Live, Work, and Communicate*, Shawn DuBravac, chief economist and senior director of research at the Consumer Electronics Association (CEA), argues that the groundswell of digital ownership unfolding in our lives signals the beginning of a new era for humanity. Beyond just hardware acquisition, the next decade will be defined by an all-digital lifestyle and the "Internet of Everything"—where everything, from the dishwasher to the wristwatch, is not only online, but acquiring, analyzing, and utilizing the data that surrounds us. But what does this mean in practice? It means that some of mankind's most pressing problems, such as hunger, disease, and security, will finally have a solution. It means that the rise of driverless cars could save thousands of American lives each year, and perhaps hundreds of thousands more around the planet. It means a departure from millennia-old practices, such as the need for urban centers. It means that massive inefficiencies, such as the supply chains in Africa allowing food to rot before it can be fed to the hungry, can be overcome. It means that individuals will have more freedom in action, work, health, and pursuits than ever before. Miniature people who live in an old country house by borrowing things from the humans are forced to emigrate from their home under the clock.

NEW YORK TIMES BESTSELLER • "A fascinating look at how consumers perceive logos, ads, commercials, brands, and products."—*Time* How much do we know about why we buy? What truly influences our decisions in today's message-cluttered world? In *Buyology*, Martin Lindstrom presents the astonishing findings from his groundbreaking three-year, seven-million-dollar neuromarketing study—a cutting-edge experiment that peered inside the brains of 2,000 volunteers from all around the world as they encountered various ads, logos, commercials, brands, and products. His startling results shatter much of what we have long believed about what captures our interest—and drives us to buy. Among the questions he explores: • Does sex actually sell? • Does subliminal advertising still surround us? • Can "cool" brands trigger our mating instincts? • Can our other senses—smell, touch, and sound—be aroused when we see a product? *Buyology* is a fascinating and shocking journey into the mind of today's consumer that will captivate anyone who's been seduced—or turned off—by marketers' relentless attempts to win our loyalty, our money, and our minds.

Use Social and Viral Technologies to Supercharge Your Customer Service! Use this book to bring true business discipline to your social media program and align with your organization's goals. Top branding and marketing expert Olivier Blanchard brings together new best practices for strategy, planning, execution, measurement, analysis, and optimization. You will learn how to define the financial and nonfinancial business impacts you are aiming for--and achieve them. *Social Media ROI* delivers practical solutions for everything from structuring programs to attracting followers, defining metrics to managing crises. Whether you are in a startup or a global enterprise, this book will help you gain more value from every dime you invest in social media. You'll learn how to: Align social communications with broader business goals and functions Plan for effective performance measurement Establish clarity of vision, purpose, and execution Implement guidelines and operations for effectively managing social media Get started by "listening before talking" Integrate social media into long-term marketing programs, short-term campaigns, and brand initiatives Use social media to deliver real-time, optimized customer support Leverage mobility and the "on-the-fly" social media culture Measure FRY (Frequency, Reach, and Yield) Includes a foreword by Brian Solis.

For Readers of Ray Kurzweil and Michio Kaku, a New Look at the Cutting Edge of Artificial Intelligence Imagine a robotic stuffed animal that can read and respond to a child's emotional state, a commercial that can recognize and change based on a customer's facial expression, or a company that can actually create feelings as though a person were experiencing them naturally. *Heart of the Machine* explores the next giant step in the relationship between humans and technology: the ability of computers to recognize, respond to, and even replicate emotions. Computers have long been integral to our lives, and their advances continue at an exponential rate. Many believe that artificial intelligence equal or superior to human intelligence will happen in the not-too-distance future; some even think machine consciousness will follow. Futurist Richard Yonck argues that emotion, the first, most basic, and most natural form of communication, is at the heart of how we will soon work with and use computers. Instilling emotions into computers is the next leap in our centuries-old obsession with creating machines that replicate humans. But for every benefit this progress may bring to our lives, there is a possible pitfall. Emotion recognition could lead to advanced surveillance, and the same technology that can manipulate our feelings could become a method of mass control. And, as shown in movies like *Her* and *Ex Machina*, our society already holds a deep-seated anxiety about what might happen if machines could actually feel and break free from our control. *Heart of the Machine* is an exploration of the new and inevitable ways in which mankind and technology will interact. The paperback edition has a new foreword by Rana el Kaliouby, PhD, a pioneer in artificial emotional intelligence, as well as the cofounder and CEO of Affectiva, the acclaimed AI startup spun off from the MIT Media Lab.

Better than a police academy course, all 80 of these simple stories show one how to find the culprit while everyone else is confused. As readers explore these fascinating whodunits, they enter a bizarre, glamorous, and dangerous world of mobsters, millionaires, and heiresses--and detectives. 102 illustrations.

"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 will fascinate not only marketers and brand managers, but anyone interested in the infinite variations of human behavior. The Desire Hunter combines 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; and along the way, reveals surprising and counter-intuitive truths about what connects us all as humans"--

Proven strategies for harnessing the power of social media to drive social change Many books teach the mechanics of using Facebook, Twitter, and YouTube to compete in business. But no book addresses how to harness the incredible power of social media to make a difference. The Dragonfly Effect shows you how to tap social media and consumer psychological insights to achieve a single, concrete goal. Named for the only insect that is able to move in any direction when its four wings are working in concert, this book Reveals the four "wings" of the Dragonfly Effect--and how they work together to produce colossal results Features original case studies of global organizations like the Gap, Starbucks, Kiva, Nike, eBay, Facebook; and start-ups like Groupon and COOKPAD, showing how they achieve social good and customer loyalty Leverage the power of design thinking and psychological research with practical strategies Reveals how everyday people achieve unprecedented results--whether finding an almost impossible bone marrow match for a friend, raising millions for cancer research, or electing the current president of the United States The Dragonfly Effect shows that you don't need money or power to inspire seismic change.

A humorous, yet practical five-step guide to ridding ourselves--and our companies--of commonplace, bureaucratic bottlenecks that plague every office around the world.

Small DataThe Tiny Clues That Uncover Huge TrendsMacmillan

"An Atlantic senior editor presents an investigation into the lucrative quality of popularity in the 21st century to share economic insights into what makes ideas, productions and products successful, "--NoveList.

This book will introduce you to yourself. Despite what you may have been told since you were a child, you cannot be whatever you want to be in life--you are already what you were meant to be. The secret to uncovering who you are, and your purpose, is built into you in the form of a code--the identity code. Much like your genetic code, your identity code provides a complete map of how you were designed to live. Answer the questions that frame the identity code, and the contours of your life will shift. You will not only emerge stronger, you will emerge larger. Larger in heart, larger in influence, larger in your capacity to love and be loved. You will understand the why of your life. In this life-transforming book, Larry Ackerman shows you how to crack your identity code. With more than twenty years of experience helping organizations and individuals identify their purpose, Ackerman reveals the Laws of Identity and the Eight Essential Questions they contain. As you answer these questions, your identity will gradually become clear. It will become the foundation from which you'll make truly meaningful decisions about what work is right for you, how to build and maintain relationships that matter, and even what interests and hobbies make sense for you. These eight questions, and the call to action each one implies, are WHO AM I?: Define yourself as separate from all others WHAT MAKES ME SPECIAL?: Unearth what you love IS THERE A PATTERN TO MY LIFE?: Make the connections that explain past events and foreshadow your future WHERE AM I GOING?: Use what you've learned so far to guide you on your path WHAT IS MY GIFT?: Follow the signs of joy WHO CAN I TRUST?: Take stock of who matters--and why WHAT IS MY MESSAGE?: Declare yourself on the strength of your gift WILL MY LIFE BE RICH?: Surrender to the pull of your identity As Ackerman points out, unbridled freedom actually weighs you down. The myth of personal freedom--the notion that you have infinite choices in the course you set for yourself--is the unspoken agony of the modern person. True freedom comes with knowing your identity: the unique characteristics that define your potential for creating value in the world, for making a contribution that springs naturally from the core of your being and touches the lives of others. Within this framework, life's seeming boundaries melt away. Intelligent, provocative, and always practical, The Identity Code sets the reader on the classic quest: the discovery of self. Take the journey. From the Hardcover edition.

Marketing visionary Martin Lindstrom has been on the front line of the branding for over twenty years. In Brandwashed, he turns the spotlight on his own industry, drawing on all he has witnessed behind closed doors, exposing for the first time the full extent of the psychological tricks and traps that companies devise to win our hard-earned money. Lindstrom reveals eye opening details such as how advertisers and marketers target children at an alarmingly young age (starting when they are still in the womb), what heterosexual men really think about when they see sexually provocative advertising, how marketers and retailers stoke the flames of public panic and capitalize on paranoia over diseases, extreme weather events, and food contamination scares. It also presents the first ever evidence to prove how addicted we are to our smartphones, and how certain companies (like the maker of a very popular lip balm), purposely adjust their formulas in order to make their products chemically addictive, and much, much more. Brandwashed is a shocking

insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy.

Praise and Reviews "This is a must read book... Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation..." - Philip Kotler, S C Johnson & Sons Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management "BRANDchild will be a valuable addition to our industry's literature." - Lester Wunderman, Chairman Emeritus and founder of Wunderman Cato Johnson "Lindstrom's fascinating tour-de-force may have you staying awake for 60 hours in order to mine the kids-focused marketing wisdom." - Stann Rapp, MRM Partners Worldwide and co-founder of Rapp Collins Tweens (8- to 14-year-olds) are an increasingly powerful and smart consumer group that spent \$300 billion across the globe last year and influenced another \$350 billion spend through their parents. Based on the world's most extensive study of tween attitudes and behaviours, and now available in paperback, BRANDchild is the first book to look in-depth at the phenomena behind global kids and their relationships with brands. Conducted by Millward Brown, the leading global market research agency, the BRANDchild survey involved several thousand kids from more than 70 cities in 14 countries (throughout Europe, Asia, the United States and South America). Several renowned experts share their unique views on kids' trends and fascinating marketing techniques. Packed with practical advice on how to create kids' brands, including more than 50 previously unpublished case studies, BRANDchild proposes innovative ways of marketing to this young audience.

In his first work of narrative nonfiction, Matthew Pearl, bestselling author of acclaimed novel *The Dante Club*, explores the little-known true story of the kidnapping of legendary pioneer Daniel Boone's daughter and the dramatic aftermath that rippled across the nation. On a quiet midsummer day in 1776, weeks after the signing of the Declaration of Independence, thirteen-year-old Jemima Boone and her friends Betsy and Fanny Callaway disappear near the Kentucky settlement of Boonesboro, the echoes of their faraway screams lingering on the air. A Cherokee-Shawnee raiding party has taken the girls as the latest salvo in the blood feud between American Indians and the colonial settlers who have decimated native lands and resources. Hanging Maw, the raiders' leader, recognizes one of the captives as Jemima Boone, daughter of Kentucky's most influential pioneers, and realizes she could be a valuable pawn in the battle to drive the colonists out of the contested Kentucky territory for good. With Daniel Boone and his posse in pursuit, Hanging Maw devises a plan that could ultimately bring greater peace both to the tribes and the colonists. But after the girls find clever ways to create a trail of clues, the raiding party is ambushed by Boone and the rescuers in a battle with reverberations that nobody could predict. As Matthew Pearl reveals, the exciting story of Jemima Boone's kidnapping vividly illuminates the early days of America's westward expansion, and the violent and tragic clashes across cultural lines that ensue. In this enthralling narrative in the tradition of Candice Millard and David Grann, Matthew Pearl unearths a forgotten and dramatic series of events from early in the Revolutionary War that opens a window into America's transition from colony to nation, with the heavy moral costs incurred amid shocking new alliances and betrayals.

Create better ads, marketing communication, branding, websites, packaging and social media content, by understanding what semiotics is and how it can be used to drive growth and profits.

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 passé, 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 Millennials, 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. 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 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 presents a rare behind-the-scenes look at what it takes to create global brands, and reveals surprising and counter-intuitive truths about what connects us all as humans.

A Harvard scholar argues that mathematical models can provide solutions to current economic challenges, explaining that the economic meltdown of 2008 was based on a misunderstanding of scientific models rather than on the models themselves.

Think you know your customers? You better be more assured than just thinking you do, because your success depends on it! The best companies in the world first research exhaustively what their customers desire, and then they deliver it in memorable and deeply human experiences--resulting in success previously believed to be unachievable. So once again, how well do you know your customers? In a hyperconnected economy that is radically changing consumer expectations, this vital expectation for any successful business is not always easy. But in *What Customers Crave*, author and business strategist Nicholas Webb simplifies this critical task into being able to confidently answer two questions: What do your customers love? What do they hate? Jam-packed with tools and examples, this must-have resource helps businesses

reinvent how they engage with customers (both physical and virtual). Learn how to:

- Gain invaluable insights into who your customers are and what they care about
- Use listening posts and Contact Point Innovation to refine customer types
- Engineer experiences for each micromarket that are not only exceptional, but insanely relevant
- Connect across the five most important touchpoints
- Co-create with your customers
- And more!

It's time to reinvent the ways you engage with your customers. Because when you learn to provide for them exactly what they want, they not only bring along their wallets but those belong to their friends as well!

Thinking Statistically is the "sharp little book" that shows you how to think like a statistician, without worrying about formal statistical techniques. Along the way we learn how selection bias can explain why your boss doesn't know he sucks (even when everyone else does); how to use Bayes' Theorem to decide if your partner is cheating on you; and why Mark Zuckerberg should never be used as an example for anything. See the world in a whole new light, and make better decisions and judgements without ever going near a t-test. Think. Think Statistically.

We are living in an age of continual motion and change, and as a result traditional strategy planning has become outmoded. Every manager, perhaps even every employee, needs to become a strategist. Every strategist, in turn, needs to develop deep consumer insight - or empathy - as a basis for flexible strategy formation. This book offers a practical guide on how to develop and implement a systematic process of strategic empathy to lead to greater effectiveness and day-to-day success. Marketing With Strategic Empathy is written by Claire Brooks, the CEO of the global consulting firm where the strategic empathy framework and processes were developed. She has applied these in many successful projects for international corporations for more than 10 years.

An insightful look at how touch, taste, smell, sound, and appearance effect how customers relate to products on a sensory level, and how small sensory changes can make a huge impact. Customer Sense describes how managers can use this knowledge to improve packaging, branding, and advertising to captivate the consumer's senses.

Practical techniques for applying neuroscience and behavior research to attract new customers Brainfluence explains how to practically apply neuroscience and behavior research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums. This scientific approach to marketing has helped many well-known brands and companies determine how to best market their products to different demographics and consumer groups. Brainfluence offers short, easy-to-digest ideas that can be accessed in any order. Discover ways for brands and products to form emotional bonds with customers Includes ideas for small businesses and non-profits Roger Dooley is the creator and publisher of Neuromarketing, the most popular blog on using brain and behavior research in marketing, advertising, and sales Brainfluence delivers the latest insights and research, giving you an edge in your marketing, advertising, and sales efforts.

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