

Baixar Livros Gratuitos Small Data (PDF|ePub|Mobi|Mp3|Txt) Martin Lindstrom Amor



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"O melhor livro de Martin Lindstrom até hoje. Uma maneira pessoal, intuitiva e poderosa de enxergar o impacto do marketing no trabalho."

Seth Godin, autor best-seller de Tribos

Com base em uma série de pesquisas e, principalmente, em um olhar atento para detalhes do dia a dia de milhares de pessoas, Martin Lindstrom gera impactos grandiosos no faturamento de seus clientes. Em Small Data o autor nos conta como esses elementos foram cruciais para o sucesso de estratégias de marketing desenvolvidas a pedido de marcas mundialmente famosas.

Com este livro você vai descobrir:

- Como um tênis velho descoberto na casa de um garoto alemão de onze anos levou a uma mudança sem precedentes da marca LEGO.
- Como um urso de pelúcia no quarto de uma menina ajudou a revolucionar uma marca de roupa com uma rede de mais de mil lojas em vinte países diferentes.
- Como uma simples pulseira fez com que Jenny Craig aumentasse a fidelidade de seus fregueses em 159% em menos de um ano.
- Como o layout ergonômico de um painel de carro modificou o design de um aspirador de pó de última geração.

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