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Hace varios años una de las tendencias más llamativas en mercadeo es la denominada "Big Data". Esta se basa en el procesamiento de una gran cantidad de información originada en los consumidores para clasificarla y agruparla en complejos conjuntos. No obstante, para Martin Lindstrom existe una dimensión más interesante y reveladora que esas agrupaciones voluminosas y generales. Se trata del "Small Data" o información minúscula y desperdigada. Esta información, señala el autor, son aquellas huellas que los consumidores van dejando en sus hábitos cotidianos y que literalmente hablan de cómo, qué, cuándo y por qué compran las personas. Se trata de detalles muy simples, pero determinantes y que los mercadólogos deben entender y saber captar en la vida de aquellas personas a quienes quieren atraer para siempre como compradores.

<b>Title</b>	:	Small Data
<b>Author</b>	:	Martin Lindstrom
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