

Martin Lindstrom

Leading Expert on Business, Brand, & Culture Transformation. Time 100 &Thinkers50 Laureate

CSA CELEBRITY SPEAKERS

Martin Lindstrom is recognized as one of the world's leading business, branding, and culture transformation experts. His cutting-edge research in behavioural psychology and his New York Times-bestselling books are reshaping how organisations approach innovation, culture, and business transformation.

"Data doesn't create meaning - we do."

Im Einzelnen

Martin is one of the foremost business minds of our day. TIME magazine named him one of the world's 100 most influential people, and for the last six years, Thinkers50 has listed him among the world's top business thinkers. His remarkable case studies are based on his extensive work for a Who's Who of companies. His books have been translated into 48 languages and have sold more than a million copies worldwide. Martin has delivered keynote addresses to Google, the World Business Forum, KraftHeinz, Disney, Amazon, LEGO, and the World Economic Forum. He is a co-producer and the host of NBC's popular Mainstreet Makeover, an op-ed columnist for the New York Times, and a frequent contributor to Fast Company.

Seine Vorträge

In his presentations, Martin shares what it takes to transform commodity-driven organisations into thriving entrepreneurial businesses. He introduces a ready-to-use framework, suggests simple and memorable metaphors, and merges it all into a captivating narrative. What makes his presentation unique is that it's hands-on, based on his personal experience designing, implementing, and monitoring some of the world's most successful customer journeys.

Sein Vortragsstil

Martin's speeches are more shows than lectures, packed with visuals, sounds and amazing videos. He is highly engaged, fun, and truly interactive.

Themen

- Business Transformation
- Culture Building
- Branding and Marketing
- Innovation and Change Management
- Behavioural Psychology

Sprachen

Er referiert auf Englisch und Dänisch.

Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.^Wie können Sie den Redner/die Rednerin buchen?Per Telefon oder E-Mail.

Video

Publikationen

2016

Small Data: The Tiny Clues That Uncover Huge Trends

2011

Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy

2008

Buyology - Truth and Lies About Why We Buy (published in 36 languages on launch)

2005

BRAND sense: Sensory Secrets Behind the Stuff We Buy

2003

BrandChild: Remarkable Insights into the Minds of Today's Global Kids and Their Relationship with Brands

2001

Clicks, Bricks and Brands