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In his inaugural bestselling book, *Outside Insight: Navigating a world drowning in data*, Meltwater Founder & Executive Chairman Jorn Lyseggen offers a practical guide in how to break out of conventional decision-making and adapt to a new digital reality. Packed with detailed case studies from leading global brands, it demonstrates how leaders can harvest external information to create a powerful information advantage.

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Outside Insight: Navigating a World

Drowning in Data by. Jorn Lyseggen. 3.53

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Built on the notion of Outside Insight, Meltwater is now a global leader in B2B online media intelligence, with over 55 offices across six continents. He founded the Meltwater Entrepreneurial School of Technology (MEST), a training program, seed fund and incubator for African entrepreneurs, in 2008, and launched Shack15, a data science hub in London, in 2016.

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Outside Insight offers a new decision-making paradigm in which decisions are based on what the market will do, rather than what it has done. No one can predict the future, but by stepping back and seeing what companies across the industry are doing — instead of what just one company has done — leaders can make educated guesses on what actions to take next.

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In this lecture, Jorn Lyseggen will talk about his new book Outside Insight, which includes case studies of the success and failures of international companies including Nike, Volvo, L'Oréal,...

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Outside Insight: navigating a world
drowning in data Jorn Lyseggen CEO of
Meltwater Hashtag for Twitter users:

#LSEdata Ken Benoit Chair Head of
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Decision making needs to adjust to a new
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Book Review: Outside Insight – Navigating
a world drowning in data. By Marco Serrato
13 septiembre, 2018. Most companies today
do not utilise external data in a systemic
manner but instead focus their analyses and
rigour on internal data such as company
financials. The problem with such an
approach is that it is very reactive.

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While transactional data is great for giving a picture of what you sold last week, last month, or last year, insights about what you will sell tomorrow could come from a myriad of external sources.

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Outside Insight In 2017, Lyseggen released the book *Outside Insight: Navigating a World Drowning in Data*, which is aimed at helping business leaders learn how to implement data-led decisions. [16] [17] The book covers the role of analytics and AI in the business world as well as the importance of an outside perspective and industry trends to influence financial decisions of companies.

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