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Book Summaries Meltwater CEO, Jorn Lyseggen makes a case for his new book, *Outside Insight*, by analyzing a world that is "drowning" in data. Jorn claims that the data that is scattered online can weave a fascinating story. The author refers to data as "digital breadcrumbs" that we leave behind in the course of our browsing the internet.

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In 'Outside Insight: Navigating a World Drowning In Data' Lyseggen makes the case that by only looking inwards, you will likely end up with "lagging" insights.

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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.

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