

Freakonomics

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we're never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed.

In this instant New York Times bestseller, Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not talent, but a special blend of passion and persistence she calls "grit." "Inspiration for non-genius everywhere" (People). The daughter of a scientist who frequently noted her lack of "genius," Angela Duckworth is now a celebrated researcher and professor. It was her early eye-opening stints in teaching, business consulting, and neuroscience that led to her hypothesis about what really drives success: not genius, but a unique combination of passion and long-term perseverance. In *Grit*, she takes us into the field to visit cadets struggling through their first days at West Point, teachers working in some of the toughest schools, and young finalists in the National Spelling Bee. She also mines fascinating insights from history and shows what can be gleaned from modern experiments in peak performance. Finally, she shares what she's learned from interviewing dozens of high achievers—from JP Morgan CEO Jamie Dimon to New Yorker cartoon editor Bob Mankoff to Seattle Seahawks Coach Pete Carroll. "Duckworth's ideas about the cultivation of tenacity have clearly changed some lives for the better" (The New York Times Book Review). Among *Grit's* most valuable insights: any effort you make ultimately counts twice toward your goal; grit can be learned, regardless of IQ or circumstances; when it comes to child-rearing, neither a warm embrace nor high standards will work by themselves; how to trigger lifelong interest; the magic of the Hard Thing Rule; and so much more. Winningly personal, insightful, and even life-changing, *Grit* is a book about what goes through your head when you fall down, and how that—not talent or luck—makes all the difference. This is "a fascinating tour of the psychological research on success" (The Wall Street Journal).

Is or has economics ever been the imperial social science? Could or should it ever be so? These are the central concerns of this book. It involves a critical reflection on the process of how economics became the way it is, in terms of a narrow and intolerant orthodoxy, that has, nonetheless, increasingly directed its attention to appropriating the subject matter of other social sciences through the process termed "economics imperialism". In other words, the book addresses the shifting boundaries between economics and the other social sciences as seen from the confines of the dismal science, with some reflection on the responses to the economic imperialists by other disciplines. Significantly, an old economics imperialism is identified of the "as if market" style most closely associated with Gary Becker, the public choice theory of Buchanan and Tullock and cliometrics. But this has given way to a more "revolutionary" form of economics imperialism associated with the information-theoretic economics of Akerlof and Stiglitz, and the new institutional economics of Coase, Williamson and North. Embracing one "new" field after another, economics imperialism reaches its most extreme version in the form of "freakonomics", the economic theory of everything on the basis of the most shallow principles. By way of contrast and as a guiding critical thread, a thorough review is offered of the appropriate principles underpinning political economy and its relationship to social science, and how these have been and continue to be deployed. The case is made for political economy with an interdisciplinary character, able to bridge the gap between economics and other social sciences, and draw upon and interrogate the nature of contemporary capitalism.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover through concrete examples an innovative way of looking at the world. Why do dealers live with their parents? How can information be used to dismantle a terrorist group? By answering these unusual questions, the authors of "Freakonomics" bring to the forefront the little-known workings of the economy. *You will also discover that : Incentives are at the root of many human behaviors; Popular wisdom is often mistaken; Behind great consequences are sometimes hidden distant causes; Information is exploited by experts for their own profit; Determining what needs to be measured to conduct a study is fundamental. *The authors of *Freakonomics*, Steven Levitt and Stephen Dubner, are Harvard economist and New York Times Magazine writer respectively. They are the inventors of the eponymous science of exploring societal issues using the tools of economics. You will learn how the tools of economics can be exploited to answer unusual and interesting questions. *Buy now the summary of this book for the modest price of a cup of coffee!

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. The study of economics can be wilder than you think. Have you ever wondered why we make the money mistakes that we do? With such a wealth of financial advice available, it seems stunning that we could make such bad investments or foolhardy purchases. *Freakonomics* uses the principles of economic analysis to unpack this concept for us and explain why we make the choices we do. And through Levitt and Dubner's critical study, you'll learn the surprising truth about how we can apply economics to every facet of our lives from dating to big purchases!

If you look closely, Shakespeare is all around us. From nightclubs and suburban mall food courts to the theatre where Lincoln died, from coffee mugs to shopping bags—William Shakespeare's literary power is so intense and so widespread that it intrudes into the material world. *How Shakespeare Changed Everything*, by novelist and esquire columnist Stephen Marche, takes us on a delightful tour through the continuous stream of Shakespeare's influence on the world stage. The gifted playwright who moves audiences to laughter and tears has also moved history. Marche summons up the great Bard in the most unexpected places. He explains the political currency of Shakespeare in both democracies and totalitarian regimes; during World War II, Churchill, Hitler and Stalin all appealed to Shakespeare's works. Packed with fascinating tidbits, *How Shakespeare Changed Everything* takes a deep look at how Shakespeare's spirit permeates our everyday lives, and, more importantly, how the world as we know it would not exist without Shakespeare. Did you know: Shakespeare coined somewhere

in the vicinity of 1,700 words, including lacklustre, fashionable, auspicious, bandit, glow, hush, dawn, gnarled, hobnob, traditional, and even the name Jessica. Abraham Lincoln read Shakespeare aloud as he was sailing up the Potomac days before his death and, through mysterious coincidence, chose Macbeth to recite, the very play in which Shakespeare is believed to have invented the word “assassination.”

As an unabashed dog lover, Alexandra Horowitz is naturally curious about what her dog thinks and what she knows. As a cognitive scientist she is intent on understanding the minds of animals who cannot say what they know or feel. This is a fresh look at the world of dogs -- from the dog's point of view. The book introduces the reader to the science of the dog -- their perceptual and cognitive Abilities -- and uses that introduction to draw a picture of what it might be like to be a dog. It answers questions no other dog book can -- such as: What is a dog's sense of time? Does she miss me? Want friends? Know when she's been bad? Horowitz's journey, and the insights she uncovered from studying her own dog, Pumpernickel, allowed her to understand her dog better, and appreciate her more through that understanding. The reader will be able to do the same with their own dog. This is not another dog training book. Instead, Inside of a Dog will allow dog owners to look at their pets' behaviour in a different, and revealing light, enabling them to understand their dogs and enjoy their relationship even more.

Air bags cause accidents, because well-protected drivers take more risks. This well-documented truth comes as a surprise to most people, but not to economists, who have learned to take seriously the proposition that people respond to incentives. In The Armchair Economist, Steven E. Landsburg shows how the laws of economics reveal themselves in everyday experience and illuminate the entire range of human behavior. Why does popcorn cost so much at the cinema? The 'obvious' answer is that the owner has a monopoly, but if that were the whole story, there would also be a monopoly price to use the toilet. When a sudden frost destroys much of the Florida orange crop and prices skyrocket, journalists point to the 'obvious' exercise of monopoly power. Economists see just the opposite: If growers had monopoly power, they'd have raised prices before the frost. Why don't concert promoters raise ticket prices even when they are sure they will sell out months in advance? Why are some goods sold at auction and others at pre-announced prices? Why do boxes at the football sell out before the standard seats do? Why are bank buildings fancier than supermarkets? Why do corporations confer huge pensions on failed executives? Why don't firms require workers to buy their jobs? Landsburg explains why the obvious answers are wrong, reveals better answers, and illuminates the fundamental laws of human behavior along the way. This is a book of surprises: a guided tour of the familiar, filtered through a decidedly unfamiliar lens. This is economics for the sheer intellectual joy of it.

'Governments around the world are using behavioural insights to help people achieve their goals. This great new book shows how you can use the same tools in your own life. Go nudge yourself!' - Richard Thaler, winner of the 2017 Nobel Prize in Economics A simple and accessible plan for success, based on seven scientifically tested steps that really work. We're often told to dream big, the sky's the limit and that nothing is impossible. While it is undoubtedly good advice to set yourself goals that have the potential to make you and those around you healthier and happier, how to reach those goals is often less clear. From getting fit or securing a new job to becoming a better manager or parent, simply setting your mind to something will rarely get you where you want to be, and big plans can quickly become overwhelming, leaving us feeling as though we've failed. Most of us set goals with very good intentions, so why do our best-laid plans so often go awry? When we're so committed to making positive changes and fulfilling our ambition at the outset, is there a way of avoiding the common roadblocks that stand between our goals and us? Thankfully, the answer is yes - and it's much easier to achieve than you might think. Working inside the world's first Nudge Unit, Owan Service and Rory Gallagher know the huge impact that small changes and clear plans, based on a scientific understanding of human behaviour, can have from an individual to an international level. For the first time, Think Small takes these successful approaches and translates them into an easy, simple framework that has the potential to make a big difference to all our lives.

NEW YORK TIMES BESTSELLER • The “master storyteller” (San Francisco Chronicle) behind the New York Times bestseller The Spy and the Traitor uncovers the true story behind the Cold War’s most intrepid female spy. “[An] immensely exciting, fast-moving account.”—The Washington Post NAMED ONE OF THE BEST BOOKS OF THE YEAR BY Foreign Affairs • Kirkus Reviews • Library Journal In 1942, in a quiet village in the leafy English Cotswolds, a thin, elegant woman lived in a small cottage with her three children and her husband, who worked as a machinist nearby. Ursula Burton was friendly but reserved, and spoke English with a slight foreign accent. By all accounts, she seemed to be living a simple, unassuming life. Her neighbors in the village knew little about her. They didn’t know that she was a high-ranking Soviet intelligence officer. They didn’t know that her husband was also a spy, or that she was running powerful agents across Europe. Behind the facade of her picturesque life, Burton was a dedicated Communist, a Soviet colonel, and a veteran agent, gathering the scientific secrets that would enable the Soviet Union to build the bomb. This true-life spy story is a masterpiece about the woman code-named “Sonya.” Over the course of her career, she was hunted by the Chinese, the Japanese, the Nazis, MI5, MI6, and the FBI—and she evaded them all. Her story reflects the great ideological clash of the twentieth century—between Communism, Fascism, and Western democracy—and casts new light on the spy battles and shifting allegiances of our own times. With unparalleled access to Sonya’s diaries and correspondence and never-before-seen information on her clandestine activities, Ben Macintyre has conjured a page-turning history of a legendary secret agent, a woman who influenced the course of the Cold War and helped plunge the world into a decades-long standoff between nuclear superpowers.

The twenty-third semi-annual Munk Debate, held on November 2, 2018, pits Stephen Bannon, the CEO of the Donald Trump presidential campaign, against columnist and author David Frum to debate the future of liberalism against the rising tide of populism. Throughout the Western world, politics is undergoing a sea-change. Long-held notions of the role of government, trade and economic policy, foreign policy, and immigration are being challenged by populist thinkers and movements. Does this surging populist agenda in Western nations signal a permanent shift in our politics? Or is it a passing phenomenon that will remain at the fringes of society and political power? Will our politics continue to be shaped by the post-war consensus on trade, inclusive national identity, and globalization, or by the agenda of insurgent populist politics, parties, and leaders? The twenty-third semi-annual Munk Debate pits former Donald Trump advisor Stephen K. Bannon against columnist and public intellectual David Frum to debate the future of the liberal political

order.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes.*By reading this summary, you will discover through concrete examples an innovative way of looking at the world. Why do dealers live with their parents? How can information be used to dismantle a terrorist group? By answering these unusual questions, the authors of "Freakonomics" bring to the forefront the little-known workings of the economy.*You will also discover that : Incentives are at the root of many human behaviors; Popular wisdom is often mistaken; Behind great consequences are sometimes hidden distant causes; Information is exploited by experts for their own profit; Determining what needs to be measured to conduct a study is fundamental.*The authors of Freakonomics, Steven Levitt and Stephen Dubner, are Harvard economist and New York Times Magazine writer respectively. They are the inventors of the eponymous science of exploring societal issues using the tools of economics. You will learn how the tools of economics can be exploited to answer unusual and interesting questions.*Buy now the summary of this book for the modest price of a cup of coffee!

The legendary bestseller that made millions look at the world in a radically different way returns in a new edition, now including an exclusive discussion between the authors and bestselling professor of psychology Angela Duckworth. Which is more dangerous, a gun or a swimming pool? Which should be feared more: snakes or french fries? Why do sumo wrestlers cheat? In this groundbreaking book, leading economist Steven Levitt--Professor of Economics at the University of Chicago and winner of the American Economic Association's John Bates Clark medal for the economist under 40 who has made the greatest contribution to the discipline--reveals that the answers. Joined by acclaimed author and podcast host Stephen J. Dubner, Levitt presents a brilliant--and brilliantly entertaining--account of how incentives of the most hidden sort drive behavior in ways that turn conventional wisdom on its head.

"Freakonomics is a groundbreaking collaboration between Levitt and Stephen J. Dubner, an award-winning author and journalist. They usually begin with a mountain of data and a simple question. Some of these questions concern life-and-death issues; others have an admittedly freakish quality. Thus the new field of study contained in this book: freakonomics. It is true that readers of this book will be armed with enough riddles and stories to last a thousand cocktail parties. But Freakonomics can provide more than that. It will literally redefine the way we view the modern world."--BOOK JACKET.

The New York Times bestselling Freakonomics changed the way we see the world, exposing the hidden side of just about everything. Now, with Think Like a Freak, Steven D. Levitt and Stephen J. Dubner have written their most revolutionary book yet. With their trademark blend of captivating storytelling and unconventional analysis, they take us inside their thought process and offer a blueprint for an entirely new way to solve problems. The topics range from business to philanthropy to sports to politics, all with the goal of retraining your brain. Along the way, you'll learn the secrets of a Japanese hot-dog-eating champion, the reason an Australian doctor swallowed a batch of dangerous bacteria, and why Nigerian e-mail scammers make a point of saying they're from Nigeria. Levitt and Dubner plainly see the world like no one else. Now you can too. Never before have such iconoclastic thinkers been so revealing—and so much fun to read.

A NEW YORK TIMES, WALL STREET JOURNAL, AND USA TODAY BESTSELLER The legendary investor shows how to identify and master the cycles that govern the markets. We all know markets rise and fall, but when should you pull out, and when should you stay in? The answer is never black or white, but is best reached through a keen understanding of the reasons behind the rhythm of cycles. Confidence about where we are in a cycle comes when you learn the patterns of ups and downs that influence not just economics, markets, and companies, but also human psychology and the investing behaviors that result. If you study past cycles, understand their origins and remain alert for the next one, you will become keenly attuned to the investment environment as it changes. You'll be aware and prepared while others get blindsided by unexpected events or fall victim to emotions like fear and greed. By following Marks's insights—drawn in part from his iconic memos over the years to Oaktree's clients—you can master these recurring patterns to have the opportunity to improve your results.

JAMES BEARD AWARD WINNER IACP Cookbook Award nominee In the face of apocalyptic climate change, a former fisherman shares a bold and hopeful new vision for saving the planet: farming the ocean. Here Bren Smith--pioneer of regenerative ocean agriculture--introduces the world to a groundbreaking solution to the global climate crisis. A genre-defining "climate memoir," Eat Like a Fish interweaves Smith's own life--from sailing the high seas aboard commercial fishing trawlers to developing new forms of ocean farming to surfing the frontiers of the food movement--with actionable food policy and practical advice on ocean farming. Written with the humor and swagger of a fisherman telling a late-night tale, it is a powerful story of environmental renewal, and a must-read guide to saving our oceans, feeding the world, and--by creating new jobs up and down the coasts--putting working class Americans back to work.

A lively, immersive history by an award-winning urbanist of New York City's transformation, and the lessons it offers for the city's future. Dangerous, filthy, and falling apart, garbage piled on its streets and entire neighborhoods reduced to rubble; New York's terrifying, if liberating, state of nature in 1978 also made it the capital of American culture. Over the next thirty-plus years, though, it became a different place—kinder and meaner, richer and poorer, more like America and less like what it had always been. New York, New York, New York, Thomas Dyja's sweeping account of this metamorphosis, shows it wasn't the work of a single policy, mastermind, or economic theory, nor was it a morality tale of gentrification or crime. Instead, three New Yorks evolved in turn. After brutal retrenchment came the dazzling Koch Renaissance and the Dinkins years that left the city's liberal traditions battered but laid the foundation for the safe streets and dotcom excess of Giuliani's Reformation in the '90s. Then the planes hit on 9/11. The shaky

city handed itself over to Bloomberg who merged City Hall into his personal empire, launching its Reimagination. From Hip Hop crews to Wall Street bankers, D.V. to Jay-Z, Dyja weaves New Yorkers famous, infamous, and unknown—Yuppies, hipsters, tech nerds, and artists; community organizers and the immigrants who made this a truly global place—into a narrative of a city creating ways of life that would ultimately change cities everywhere. With great success, though, came grave mistakes. The urbanism that reclaimed public space became a means of control, the police who made streets safe became an occupying army, technology went from a means to the end. Now, as anxiety fills New Yorker's hearts and empties its public spaces, it's clear that what brought the city back—proximity, density, and human exchange—are what sent Covid-19 burning through its streets, and the price of order has come due. A fourth evolution is happening and we must understand that the greatest challenge ahead is the one New York failed in the first three: The cures must not be worse than the disease. Exhaustively researched, passionately told, New York, New York, New York is a colorful, inspiring guide to not just rebuilding but reimagining a great city.

Malcolm Gladwell's provocative new #1 bestseller -- now in paperback. Three thousand years ago on a battlefield in ancient Palestine, a shepherd boy felled a mighty warrior with nothing more than a pebble and a sling—and ever since, the names of David and Goliath have stood for battles between underdogs and giants. David's victory was improbable and miraculous. He shouldn't have won. Or should he? In DAVID AND GOLIATH, Malcolm Gladwell challenges how we think about obstacles and disadvantages, offering a new interpretation of what it means to be discriminated against, suffer from a disability, lose a parent, attend a mediocre school, or endure any number of other apparent setbacks. In the tradition of Gladwell's previous bestsellers—The Tipping Point, Blink, Outliers and What the Dog Saw—DAVID AND GOLIATH draws upon history, psychology and powerful story-telling to reshape the way we think of the world around us. Freakonomics lived on the New York Times bestseller list for an astonishing two years. Now authors Steven D. Levitt and Stephen J. Dubner return with more iconoclastic insights and observations in SuperFreakonomics—the long awaited follow-up to their New York Times Notable blockbuster. Based on revolutionary research and original studies SuperFreakonomics promises to once again challenge our view of the way the world really works.

It can be hard for busy professionals to find the time to read the latest books. Stay up to date in a fraction of the time with this concise guide. Freakonomics: A Rogue Economist Explores the Hidden Side of Everything is an engaging, thought-provoking look at the behaviour and phenomena we see around us every day. Its authors seek to apply the analytical tools of economics to a host of curiosities to answer questions as diverse as whether your estate agent might be lying to you and when it is in schoolteachers' best interests to cheat. Their explanations often run counter to conventional wisdom and the explanations provided by academics and politicians, who all too often fail to distinguish between correlation and causation and miss the deeper, hidden causes behind events. Freakonomics is a worldwide publishing phenomenon, with translations into some 35 languages and over four million copies sold worldwide to date. This book review and analysis is perfect for: • Students of economics • Anyone with an interest in microeconomics and economic theory • Anyone who wants to understand the hidden factors that shape our lives and decisions About 50MINUTES.COM | BOOK REVIEW The Book Review series from the 50Minutes collection is aimed at anyone who is looking to learn from experts in their field without spending hours reading endless pages of information. Our reviews present a concise summary of the main points of each book, as well as providing context, different perspectives and concrete examples to illustrate the key concepts.

The New York Times bestseller! A New York Times Notable Book “The tale of how Konnikova followed a story about poker players and wound up becoming a story herself will have you riveted, first as you learn about her big winnings, and then as she conveys the lessons she learned both about human nature and herself.” —The Washington Post It's true that Maria Konnikova had never actually played poker before and didn't even know the rules when she approached Erik Seidel, Poker Hall of Fame inductee and winner of tens of millions of dollars in earnings, and convinced him to be her mentor. But she knew her man: a famously thoughtful and broad-minded player, he was intrigued by her pitch that she wasn't interested in making money so much as learning about life. She had faced a stretch of personal bad luck, and her reflections on the role of chance had led her to a giant of game theory, who pointed her to poker as the ultimate master class in learning to distinguish between what can be controlled and what can't. And she certainly brought something to the table, including a Ph.D. in psychology and an acclaimed and growing body of work on human behavior and how to hack it. So Seidel was in, and soon she was down the rabbit hole with him, into the wild, fiercely competitive, overwhelmingly masculine world of high-stakes Texas Hold'em, their initial end point the following year's World Series of Poker. But then something extraordinary happened. Under Seidel's guidance, Konnikova did have many epiphanies about life that derived from her new pursuit, including how to better read, not just her opponents but far more importantly herself; how to identify what tilted her into an emotional state that got in the way of good decisions; and how to get to a place where she could accept luck for what it was, and what it wasn't. But she also began to win. And win. In a little over a year, she began making earnest money from tournaments, ultimately totaling hundreds of thousands of dollars. She won a major title, got a sponsor, and got used to being on television, and to headlines like "How one writer's book deal turned her into a professional poker player." She even learned to like Las Vegas. But in the end, Maria Konnikova is a writer and student of human behavior, and ultimately the point was to render her incredible journey into a container for its invaluable lessons. The biggest bluff of all, she learned, is that skill is enough. Bad cards will come our way, but keeping our focus on how we play them and not on the outcome will keep us moving through many a dark patch, until the luck once again breaks our way.

The New York Times bestseller Shortlisted for the 2020 Financial Times & McKinsey Business Book of the Year Netflix cofounder Reed Hastings reveals for the first time the unorthodox culture behind one of the world's most innovative, imaginative, and successful companies There has never before been a company like Netflix. It has led nothing short of a revolution in the entertainment industries, generating billions of dollars in annual revenue while capturing the imaginations of hundreds of millions of people in over 190 countries. But to reach these great heights, Netflix, which launched in 1998 as an online DVD rental service, has had to reinvent itself over and over again. This type of unprecedented flexibility would have been impossible without the counterintuitive and radical management principles that cofounder Reed Hastings established from the very beginning. Hastings rejected the conventional wisdom under which

other companies operate and defied tradition to instead build a culture focused on freedom and responsibility, one that has allowed Netflix to adapt and innovate as the needs of its members and the world have simultaneously transformed. Hastings set new standards, valuing people over process, emphasizing innovation over efficiency, and giving employees context, not controls. At Netflix, there are no vacation or expense policies. At Netflix, adequate performance gets a generous severance, and hard work is irrelevant. At Netflix, you don't try to please your boss, you give candid feedback instead. At Netflix, employees don't need approval, and the company pays top of market. When Hastings and his team first devised these unorthodox principles, the implications were unknown and untested. But in just a short period, their methods led to unparalleled speed and boldness, as Netflix quickly became one of the most loved brands in the world. Here for the first time, Hastings and Erin Meyer, bestselling author of *The Culture Map* and one of the world's most influential business thinkers, dive deep into the controversial ideologies at the heart of the Netflix psyche, which have generated results that are the envy of the business world. Drawing on hundreds of interviews with current and past Netflix employees from around the globe and never-before-told stories of trial and error from Hastings's own career, *No Rules Rules* is the fascinating and untold account of the philosophy behind one of the world's most innovative, imaginative, and successful companies.

The economy isn't just for the economists to debate on. All of us are affected by its ups and downs—global recession, rise in interest rates, or hike in food prices. But do we understand the principles at work and how and why they really affect us? *Day to Day Economics* is an enjoyable, accessible, and extremely user-friendly book that explains the modern day Indian economy to the layperson. In this relevant book, Professor Deodhar explains the role of the government and its involvement in different aspects of the economy; the need for the RBI and its functions; and how taxes, stock markets, and recessions work. *Day to Day Economics* will help you go beyond the facts and figures in the budget and connect the trends to your daily life. As with all IIMA Business Books, it comes illustrated with numerous Indian examples and case studies making this the ultimate rookie's guide to the Indian economy.

Quicklets: Learn More. Read Less. *Freakonomics* was written by Steven D. Levitt and Stephen J. Dubner. Levitt is an economist who is known for making connections that other people do not see, while Dubner is a journalist for the *New York Times*. The book started as an article about Levitt that Dubner was writing for the *New York Times* in 2003. They wrote the book together as an attempt to bring economics to the masses, to show in an interesting and conversational way on how economics can prove that conventional wisdom is often wrong and how it can shed new light on confusing situations. The book was published in 2005 and has somewhat become controversial for its findings.

"Morbid and illuminating" (*Entertainment Weekly*)—a young mortician goes behind the scenes of her curious profession. Armed with a degree in medieval history and a flair for the macabre, Caitlin Doughty took a job at a crematory and turned morbid curiosity into her life's work. She cared for bodies of every color, shape, and affliction, and became an intrepid explorer in the world of the dead. In this best-selling memoir, brimming with gallows humor and vivid characters, she marvels at the gruesome history of undertaking and relates her unique coming-of-age story with bold curiosity and mordant wit. By turns hilarious, dark, and uplifting, *Smoke Gets in Your Eyes* reveals how the fear of dying warps our society and "will make you reconsider how our culture treats the dead" (*San Francisco Chronicle*).

Step into the perfumed parlors of the Everleigh Club, the most famous brothel in American history—and the catalyst for a culture war that rocked the nation. Operating in Chicago's notorious Levee district at the dawn of the last century, the Club's proprietors, two aristocratic sisters named Minna and Ada Everleigh, welcomed moguls and actors, senators and athletes, foreign dignitaries and literary icons, into their stately double mansion, where thirty stunning Everleigh "butterflies" awaited their arrival. Courtesans named Doll, Suzy Poon Tang, and Brick Top devoured raw meat to the delight of Prince Henry of Prussia and recited poetry for Theodore Dreiser. Whereas lesser madams pocketed most of a harlot's earnings and kept a "whipper" on staff to mete out discipline, the Everleighs made sure their girls dined on gourmet food, were examined by an honest physician, and even tutored in the literature of Balzac. Not everyone appreciated the sisters' attempts to elevate the industry. Rival Levee madams hatched numerous schemes to ruin the Everleighs, including an attempt to frame them for the death of department store heir Marshall Field, Jr. But the sisters' most daunting foes were the Progressive Era reformers, who sent the entire country into a frenzy with lurid tales of "white slavery"—the allegedly rampant practice of kidnapping young girls and forcing them into brothels. This furor shaped America's sexual culture and had repercussions all the way to the White House, including the formation of the Federal Bureau of Investigation. With a cast of characters that includes Jack Johnson, John Barrymore, John D. Rockefeller, Jr., William Howard Taft, "Hinky Dink" Kenna, and Al Capone, *Sin in the Second City* is Karen Abbott's colorful, nuanced portrait of the iconic Everleigh sisters, their world-famous Club, and the perennial clash between our nation's hedonistic impulses and Puritanical roots. Culminating in a dramatic last stand between brothel keepers and crusading reformers, *Sin in the Second City* offers a vivid snapshot of America's journey from Victorian-era propriety to twentieth-century modernity. Visit www.sininthesecondcity.com to learn more! "Delicious... Abbott describes the Levee's characters in such detail that it's easy to mistake this meticulously researched history for literary fiction." — *New York Times Book Review* "Described with scrupulous concern for historical accuracy...an immensely readable book." — Joseph Epstein, *The Wall Street Journal* "Assiduously researched... even this book's minutiae makes for good storytelling." — Janet Maslin, *The New York Times* "Karen Abbott has pioneered sizzle history in this satisfyingly lurid tale. Change the hemlines, add 100 years, and the book could be filed under current affairs." — *USA Today* "A rousing racy yarn." — *Chicago Tribune* "A colorful history of old Chicago that reads like a novel... a compelling and eloquent story." — *The Atlanta Journal-Constitution* "Gorgeously detailed" — *New York Daily News* "At last, a history book you can bring to the beach." — *The Philadelphia Inquirer* "Once upon a time, Chicago had a world class bordello called The Everleigh Club. Author Karen Abbott brings the opulent place and its raunchy era alive in a book that just might become this year's 'The Devil In the White City.'" — *Chicago Tribune Sunday Magazine* (cover story) "As Abbott's delicious and exhaustively researched book makes vividly clear, the Everleigh Club was the Taj Mahal of bordellos." — *Chicago Sun Times* "The book is rich with details about a fast-and-loose Chicago of the early 20th century... Sin explores this world with gusto, throwing light on a booming city and exposing its shadows." — *Time Out Chicago* "[Abbott's] research enables the kind of vivid description à la fellow journalist Erik Larson's *The Devil in the White City* that make what could be a dry historic account an intriguing read." — *Seattle Times* "Abbott tells her story with just the right mix of relish and restraint, providing a piquant guide to a world of sexuality" — *The Atlantic* "A rollicking tale from a more vibrant time: history to a ragtime beat." — *Kirkus Reviews* "With gleaming prose and authoritative knowledge Abbott elucidates one of the most colorful periods in American history, and the result reads like

the very best fiction. Sex, opulence, murder — What's not to love?” — Sara Gruen, author of *Water for Elephants* “A detailed and intimate portrait of the Ritz of brothels, the famed Everleigh Club of turn-of-the-century Chicago. Sisters Minna and Ada attracted the elites of the world to such glamorous chambers as the Room of 1,000 Mirrors, complete with a reflective floor. And isn't Minna's advice to her resident prostitutes worthy advice for us all: “Give, but give interestingly and with mystery.” — Erik Larson, author of *The Devil in the White City* “Karen Abbott has combined bodice-ripping salaciousness with top-notch scholarship to produce a work more vivid than a Hollywood movie.” — Melissa Fay Greene, author of *There is No Me Without You* “Sin in the Second City is a masterful history lesson, a harrowing biography, and - best of all - a superfun read. The Everleigh story closely follows the turns of American history like a little sister. I can't recommend this book loudly enough.” — Darin Strauss, author of *Chang and Eng* “This is a story of debauchery and corruption, but it is also a story of sisterhood, and unerring devotion. Meticulously researched, and beautifully crafted, Sin in the Second City is an utterly captivating piece of history.” — Julian Rubinstein, author of *Ballad of the Whiskey Robber* “Brilliant. . . . Lewis has given us a spectacular account of two great men who faced up to uncertainty and the limits of human reason.” —William Easterly, *Wall Street Journal* Forty years ago, Israeli psychologists Daniel Kahneman and Amos Tversky wrote a series of breathtakingly original papers that invented the field of behavioral economics. One of the greatest partnerships in the history of science, Kahneman and Tversky's extraordinary friendship incited a revolution in Big Data studies, advanced evidence-based medicine, led to a new approach to government regulation, and made much of Michael Lewis's own work possible. In *The Undoing Project*, Lewis shows how their Nobel Prize-winning theory of the mind altered our perception of reality.

Freakonomics A Rogue Economist Explores the Hidden Side of Everything

Which is more dangerous, a gun or a swimming pool? What do schoolteachers and sumo wrestlers have in common? How much do parents really matter? These may not sound like typical questions for an economist to ask. But Steven D. Levitt is not a typical economist. He studies the riddles of everyday life--from cheating and crime to parenting and sports--and reaches conclusions that turn conventional wisdom on its head. *Freakonomics* is a groundbreaking collaboration between Levitt and Stephen J. Dubner, an award-winning author and journalist. They set out to explore the inner workings of a crack gang, the truth about real estate agents, the secrets of the Ku Klux Klan, and much more. Through forceful storytelling and wry insight, they show that economics is, at root, the study of incentives--how people get what they want or need, especially when other people want or need the same thing.

Steven Levitt and Stephen Dubner single-handedly showed the world that applying counter-intuitive approaches to everyday problems can bear surprising results. *Think Like a Freak* will take readers further inside this special thought process, revealing a new way of approaching the decisions we make, the plans we create and the morals we choose. It answers the question on the lips of everyone who's read the previous books: How can I apply these ideas to my life? How do I make smarter, harder and better decisions? How can I truly think like a freak? With short, highly entertaining insights running the gamut from “The Upside of Quitting” to “How to Succeed with No Talent,” *Think Like a Freak* is poised to radically alter the way we think about all aspects of life on this planet.

Quel lien entre la législation de l'avortement et la baisse de la criminalité aux États-Unis ? Quelles sont les vraies motivations des agents immobiliers ? Pourquoi les revendeurs de drogue vivent-ils plus longtemps chez leur mère ? L'économie, vue sous cet angle, incongru en apparence, mais qui est celui de la plus sérieuse rationalité des agents, des comportements, des causes et effets, traite de sujets peu conventionnels. Elle a reçu un nom : *freakonomics*, ou " économie saugrenue ". Elle jette une lumière de biais sur le désordre des événements ; elle met à nu des a priori à prétention de scientificité irréfutable ; elle transforme notre regard sur le monde globalisé, qui nous apparaît, pour finir, moins impénétrable et incompréhensible.

As a boy, Stephen J. Dubner's hero was Franco Harris, the famed and mysterious running back for the Pittsburgh Steelers. When Dubner's father died, he became obsessed—he dreamed of his hero every night; he signed his school papers "Franco Dubner." Though they never met, it was Franco Harris who shepherded Dubner through a fatherless boyhood. Years later, Dubner journeys to meet his hero, certain that Harris will embrace him. And he is . . . well, wrong. Told with the grit of a journalist and the grace of a memoirist, *Confessions of a Hero-Worshiper* is a breathtaking, heartbreaking, and often humorous story of astonishing developments. It is also a sparkling meditation on the nature of hero worship—which, like religion and love, tells us as much about ourselves as about the object of our desire.

A legendary NBA player shares his remarkable story, infused with hard-earned wisdom about the journey to self-mastery from a life at the highest level of professional sports. Chris Bosh, NBA Hall of Famer, eleven-time All-Star, two-time NBA champion, Olympic gold medalist, and the league's Global Ambassador, had his playing days cut short at their prime by a freak medical condition. His extraordinary career ended not at a time of his choosing but “in a doctor's office in the middle of the afternoon.” Forced to reckon with how to find meaning to carry forward, he found himself looking back over his path, from a teenager in Dallas who balanced basketball with the high school robotics club to the pinnacle of the NBA and beyond. Reflecting on all he learned from a long list of basketball legends, from LeBron and Kobe to Pat Riley and Coach K, he saw that his important lessons weren't about basketball so much as the inner game of success—right attitude, right commitment, right flow within a team. Now he shares that journey, giving us a fascinating view from the inside of what greatness feels like and what it takes, formulated as a series of letters to younger people coming up and to all wisdom seekers. A timeless gift for anyone in pursuit of excellence, *Letters to a Young Athlete* offers a proven path for taming your inner voice and making it your ally, through the challenges of failure and the challenges of success alike.

From the author of *Expecting Better* and *The Family Firm*, an economist's guide to the early years of parenting. "Both refreshing and useful. With so many parenting theories driving us all a bit batty, this is the type of book that we need to help calm things down." —LA Times "The book is jampacked with information, but it's also a delightful read because Oster is such a good writer." —NPR With *Expecting Better*, award-winning economist Emily Oster spotted a need in the pregnancy market for advice that gave women the information they needed to make the best decision for their own pregnancies. By digging into the data, Oster found that much of the conventional pregnancy wisdom was wrong. In *Cribsheet*, she now tackles an even greater challenge: decision-making in the early years of parenting. As any new parent knows, there is an abundance of often-conflicting advice hurled at you from doctors, family, friends, and strangers on the internet. From the earliest days, parents get the message that they must make certain choices around feeding, sleep, and schedule or all will be lost. There's a rule—or three—for everything. But the benefits of these choices can be overstated, and the trade-offs can be profound. How do you make your own best decision? Armed with the data, Oster finds that the conventional wisdom doesn't always hold up. She debunks myths around breastfeeding (not a panacea), sleep training (not so bad!), potty training (wait until they're ready or possibly bribe with M&Ms), language acquisition (early talkers aren't necessarily geniuses), and many other topics. She also shows parents how to think through freighted questions like if and how to go back to work, how to think about toddler discipline, and how to have a relationship and parent at the same time. Economics is the science of decision-making, and *Cribsheet* is a thinking parent's guide to the chaos and frequent misinformation of the early years. Emily Oster is a trained expert—and mom of two—who can empower us to make better, less fraught decisions—and stay sane in the years before preschool.

In celebration of the 10th anniversary of the landmark book *Freakonomics* comes this curated collection from the most readable economics blog in the universe. It's the perfect solution for the millions of readers who love all things *Freakonomics*. Surprising and erudite, eloquent and witty, *When to Rob a Bank* demonstrates the brilliance that has made the *Freakonomics* guys an international sensation, with more than 7 million books sold in 40 languages, and 150 million downloads of their *Freakonomics* Radio podcast. When *Freakonomics* was first published, the authors started a blog—and they've kept it up. The writing is more casual, more personal, even more outlandish than in their books. In *When to Rob a Bank*, they ask a host of typically off-center questions: Why don't flight attendants get tipped? If you were a terrorist, how would you attack? And why does KFC always run out of fried chicken? Over the past decade, Steven D. Levitt and Stephen J. Dubner have published more than 8,000 blog posts on *Freakonomics.com*. Many of them, they freely admit, were rubbish. But now they've gone through and picked the best of the best. You'll discover what people lie about, and why; the best way to cut gun deaths; why it might be time for a sex tax; and, yes, when to rob a bank. (Short answer: never; the ROI is terrible.) You'll also learn a great deal about Levitt and Dubner's own quirks and passions, from gambling and golf to backgammon and the abolition of the penny.

The New York Times bestselling *Freakonomics* was a worldwide sensation. Now, Steven D. Levitt and Stephen J. Dubner return with *SuperFreakonomics*, and fans and newcomers alike will find that the "freakquel" is even bolder, funnier, and more surprising than the first. *SuperFreakonomics* challenges the way we think all over again, exploring the hidden side of everything with such questions as: How is a street prostitute like a department store Santa? Who adds more value: a pimp or a Realtor? What do hurricanes, heart attacks, and highway deaths have in common? Did TV cause a rise in crime? Can eating kangaroo meat save the planet? Whether investigating a solution to global warming or explaining why the price of oral sex has fallen so drastically, Levitt and Dubner show the world for what it really is—good, bad, ugly, and, in the final analysis, superfreaky.

As big and exciting as the next century, this is a novel of real life at our giddy, feverish, topsy-turvy edge of the millennium. *Turn of the Century* is a good old-fashioned novel about the day after tomorrow—an uproarious, exquisitely observed panorama of our world as the twentieth century morphs into the twenty-first, transforming family, marriage, and friendship and propelled by the supercharged global businesses and new technologies that make everyone's lives shake and spin a little faster. As the year 2000 progresses, George Mactier and Lizzie Zimbalist, ten years married, are caught up in the whirl of their centrifugally accelerating lives. George is a TV producer for the upstart network MBC, launching a truly and weirdly groundbreaking new show that blurs the line between fact and fiction. Lizzie is a software entrepreneur dealing with the breakneck pleasures and pains of running her own company in an industry where the rules are rewritten daily. Rocketing between Los Angeles and Seattle, with occasional stopovers at home in Manhattan for tag-team parenting of their three children, George and Lizzie are the kind of businesspeople who, growing up in the sixties and seventies, never dreamed they would end up in business. They're too busy to spend the money that's rolling in, and too smart not to feel ambivalent about their crazed, high-gloss existences, but nothing seems to slow the roller-coaster momentum of their inter-secting lives and careers. However, after Lizzie, recovering from a Microsoft deal gone awry, becomes a confidante and adviser to George's boss, billionaire media mogul Harold Mose, the couple discovers that no amount of sophisticated spin can obscure basic instincts: envy, greed, suspicion, sexual temptation—and, maybe, love. When they and their children are finally drawn into a thrilling, high-tech corporate hoax that sends Wall Street reeling (and makes one person very, very rich), George and Lizzie can only marvel at life's oversized surprises and hold on for dear life. Like Tom Wolfe's *Bonfire of the Vanities*, Kurt Andersen's *Turn of the Century* lays bare the follies of our age with laser-beam precision, creating memorable characters and dissecting the ways we think, speak, and navigate this new era of extreme capitalism and mind-boggling technology. Entertaining, imaginative, knowing, and wise, *Turn of the Century* is a richly plotted comedy of manners about the way we live now. The legendary bestseller that made millions look at the world in a radically different way returns in a new edition, now including an exclusive discussion between the authors and bestselling professor of psychology Angela Duckworth. Which is more dangerous, a gun or a swimming pool? Which should be feared more: snakes or french fries? Why do sumo wrestlers cheat? In this groundbreaking book, leading economist Steven Levitt—Professor of Economics at the University of Chicago and winner of the American Economic Association's John Bates Clark medal for the economist under 40 who has made the greatest contribution to the discipline—reveals that the answers. Joined by acclaimed author and podcast host Stephen J. Dubner, Levitt presents a brilliant—and brilliantly entertaining—account of how incentives of the most hidden sort drive behavior in ways that turn conventional wisdom on its head.

A Financial Times Book of the Month pick for April! Is it worth swimming in shark-infested waters to surf a 50-foot, career-record wave? Is it riskier to make an action movie or a horror movie? Should sex workers forfeit 50 percent of their income for added security or take a chance and keep the extra money? Most people wouldn't expect an economist to have an answer to these questions—or to other

questions of daily life, such as who to date or how early to leave for the airport. But those people haven't met Allison Schrager, an economist and award-winning journalist who has spent her career examining how people manage risk in their lives and careers. Whether we realize it or not, we all take risks large and small every day. Even the most cautious among us cannot opt out--the question is always which risks to take, not whether to take them at all. What most of us don't know is how to measure those risks and maximize the chances of getting what we want out of life. In *An Economist Walks into a Brothel*, Schrager equips readers with five principles for dealing with risk, principles used by some of the world's most interesting risk takers. For instance, she interviews a professional poker player about how to stay rational when the stakes are high, a paparazzo in Manhattan about how to spot different kinds of risk, horse breeders in Kentucky about how to diversify risk and minimize losses, and a war general who led troops in Iraq about how to prepare for what we don't see coming. When you start to look at risky decisions through Schrager's new framework, you can increase the upside to any situation and better mitigate the downside.

From the #1 New York Times bestselling author of *The Immortals*, Alyson Noël, comes *Fated*—a breathtaking new saga brimming with magic, mystery, and an intoxicating love story that will steal your heart away. Meet The Soul Seekers. Strange things are happening to Daire Santos. Crows mock her, glowing people stalk her, time stops without warning, and a beautiful boy with unearthly blue eyes haunts all her dreams. Fearing for her daughter's sanity, Daire's mother sends her to live with the grandmother she's never met. A woman who recognizes the visions for what they truly are—the call to her destiny as a Soul Seeker—one who can navigate the worlds between the living and dead. There on the dusty plains of Enchantment, New Mexico, Daire sets out to harness her mystical powers. But it's when she meets Dace, the boy from her dreams, that her whole world is shaken to its core. Now Daire is forced to discover if Dace is the one guy she's meant to be with...or if he's allied with the enemy she's destined to destroy.

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