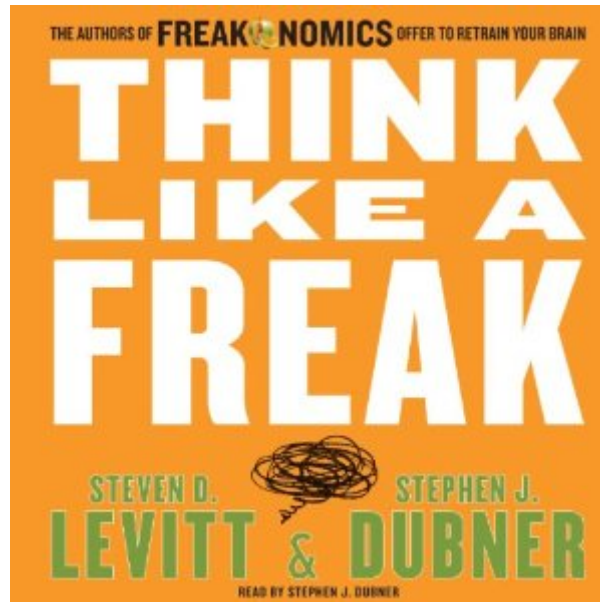


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# Think Like A Freak: The Authors Of Freakonomics Offer To Retrain Your Brain



## Synopsis

The New York Times best-selling *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. Steven D. Levitt, a professor of economics at the University of Chicago, was awarded the John Bates Clark medal, given to the most influential American economist under the age of 40. Stephen J. Dubner, an award-winning journalist and radio and TV personality, has worked for The New York Times and published three non-*Freakonomics* books.

## Book Information

Audible Audio Edition

Listening Length: 7 hours and 5 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: HarperAudio

Audible.com Release Date: May 12, 2014

Whispersync for Voice: Ready

Language: English

ASIN: B00JBL4NJ8

Best Sellers Rank: #3 in Books > Audible Audiobooks > Business & Investing > Economics #20 in Books > Audible Audiobooks > Nonfiction > Reference #27 in Books > Medical Books > Psychology > Cognitive

## Customer Reviews

If you're a fan of *Freakonomics* and *Super Freakonomics*, you'll love this book. Here's why: Like many other people, after reading both of the *Freakonomics* books, I felt like I learned a ton, but I wasn't sure how it would apply directly to my life. And that's okay. They weren't writing a self help

book, and I read their work because I was genuinely curious in understanding how the world works. But this book departs from their usual method of explaining how the world works and instead shows you how you can better live in the world. And that's why I believe this is their best book yet. Here's a little summary of what I learned:

1. In one chapter, the three hardest words in the English language, they talk about one of the main problems that plagues people today - the inability to say "I don't know." And they show you how it's a deadly combination because "cocky plus wrong" is a recipe for disaster. They then show you how to avoid making this mistake. They even give a word for word script you can use.
2. In another chapter, "What's your problem," they share the story of Kobayashi and how he became a professional hot dog - and food eater. They walked through his entire process and how he went on to eat 50 hot dogs when people thought eating 30 was impossible. And even though they're talking about hot dogs, you'll see how this can apply to everyone. As an example, back when I started creating videos for Social Triggers TV, a friend of mine told me they were filming about 6 videos a day. And I thought, "Well, I'm new at this there's no way I'll get there." And I would film 3 videos a day.

In their latest book, Steven Levitt and Stephen Dubner cite several examples of people who trick guilty parties (i.e. those who prey upon people who are ignorant and/or gullible) into unwittingly revealing their guilt through their own behavior. Here are three examples:

- o Two women appealed to King Solomon, both claiming to be the mother of a newborn. Unable to decide, he ordered the child to be cut in half and divided equally. One woman embraced the idea. He knew immediately that the other woman who begged him to let the other have the child was in fact its mother.
- o Rock star David Lee Roth of the Van Halen group has a 53-page list of technical and security requirements. One in the Munchies section specifies "M&Ms (WARNING: ABSOLUTELY NO BROWN ONES)." Immediately upon arrival, he checks the jar. "If he saw brown ones, he knew the promoter hadn't read the rider [to the otherwise standard contract] -- and that 'we had to do a serious line check' to make sure that the most important details hadn't been botched either."
- o So-called "Nigerian scammers" send millions of email messages each month to millions of people throughout the world. (It's called the "Nigerian scam" because more than half of the messages invoke Nigeria than all of the other emails combined.) I have received 3-5 each week in recent years. The "Beloved friend" message is always illiterate and ludicrous. Stupid, right? Not so fast. According to Levitt and Dubner, the Nigerian scammers know that almost everyone who receives a message will ignore it. But if only one in a hundred recipients provides the requested bank information.... "The ridiculous-sounding Nigerian emails seem to be quite good at getting the scammers' massive

garden to weed itself.

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