

## Freakonomics Movie Answers

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. Now the very best of this writing has been carefully curated into one volume, the perfect solution for the millions of readers who love all things Freakonomics. Discover why taller people tend to make more money; why it's so hard to predict the Kentucky Derby winner; and why it might be time for a sex tax (if not a fat tax). You'll also learn a great deal about Levitt and Dubner's own quirks and passions. Surprising and erudite, eloquent and witty, Freaks and Friends demonstrates the brilliance that has made their books an international sensation.

"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.

This entertaining book seeks to unravel an array of pricing puzzles from the one captured in the book's title to why so many prices end with "9" (as in \$2.99 or \$179). Along the way, the author explains how the 9/11 terrorists have, through the effects of their heinous acts on the relative prices of various modes of travel, killed more Americans since 9/11 than they killed that fateful day. He also explains how well-meaning efforts to spur the use of alternative, supposedly environmentally friendly fuels have starved millions of people around the world and given rise to the deforestation of rainforests in Malaysia and Indonesia.

"Witty, compelling, and just plain fun to read . . ." —Evelyn Lamb, *Scientific American* The Freakonomics of math—a math-world superstar unveils the hidden beauty and logic of the world and puts its power in our hands The math we learn in school can seem like a dull set of rules, laid down by the ancients and not to be questioned. In *How Not to Be Wrong*, Jordan Ellenberg shows us how terribly limiting this view is: Math isn't confined to abstract incidents that never occur in real life, but rather touches everything we do—the whole world is shot through with it. Math allows us to see the hidden structures underneath the messy and chaotic surface of our world. It's a science of not being wrong, hammered out by centuries of hard work and argument. Armed with the tools of mathematics, we can see through to the true meaning of information we take for granted: How early should you get to the airport? What does "public opinion" really represent? Why do tall parents have shorter children? Who really won Florida in 2000? And how likely are you, really, to develop cancer? *How Not to Be Wrong* presents the surprising revelations behind all of these questions and many more, using the mathematician's method of analyzing life and exposing the hard-won insights of the academic community to the layman—minus the jargon. Ellenberg chases mathematical threads through a vast range of time and space, from the everyday to the cosmic, encountering, among other things, baseball, Reaganomics, daring lottery schemes, Voltaire, the replicability crisis in psychology, Italian Renaissance painting, artificial languages, the development of non-Euclidean geometry, the coming obesity apocalypse, Antonin Scalia's views on crime and punishment, the psychology of slime molds, what Facebook can and can't figure out about you, and the existence of God. Ellenberg pulls from history as well as from the latest theoretical developments to provide those not trained in math with the knowledge they need. Math, as Ellenberg says, is "an atomic-powered prosthesis that you attach to your common sense, vastly multiplying its reach and strength." With the tools of mathematics in hand, you can understand the world in a deeper, more meaningful way. *How Not to Be Wrong* will show you how.

Recounts the story of how a notorious gang of MIT blackjack savants devised and received backing for a system for winning at the world's most sophisticated casinos, an endeavor that earned them more than three million dollars. Originally published as *Bringing Down the House*. Reissue. (A Columbia Pictures film, written by Peter Steinfeld & Allan Loeb, directed by Robert Luketic, releasing March 2008, starring Kevin Spacey, Kate Bosworth, Laurence Fishburne, Jim Sturgess, & others) (Current Affairs)

Here at last is the long awaited sequel to the international bestselling phenomenon, *Freakonomics*. Steven Levitt, the original rogue economist, and Stephen Dubner have been working hard, uncovering the hidden side of even more controversial subjects, from charity to terrorism and prostitution. And with their inimitable style and wit, they will take us on another even more gripping journey of discovery. *Superfreakonomics* will once again transform the way we look at the world.

Sudhir Venkatesh the young sociologist who became famous in *Freakonomics* (*Why do drug dealers still live with their moms?*) describes his time living with the gangs on the Southside of Chicago and answers another question: what's it like to live in hell? In the Robert Taylor Homes projects on Chicago's South Side, Sudhir befriends J.T., a gang leader for the Black Kings. As he slowly gains J.T.'s trust, one day, in order to convince Sudhir of his own CEO-like qualities, J.T. makes him leader of the gang... Why does J.T. make his henchmen, the 'shorties', stay in school? What is the difference between a 'regular' hustler and a 'hype' - and is Peanut telling him the truth about which she is? And, when the FBI finally starts cracking down on the Black Kings, is it time to get out - or is it too late?

Leonard Mlodinow's *The Drunkard's Walk: How Randomness Rules Our Lives* is an exhilarating, eye-opening guide to understanding our random world. Randomness and uncertainty surround everything we do. So why are we so bad at understanding them? The same tools that help us understand the random paths of molecules can be applied to the randomness that governs so many aspects of our everyday lives, from winning the lottery to road safety, and reveals the truth about the success of sporting heroes and film stars, and even how to make sense of a blood test. *The Drunkard's Walk* reveals the psychological illusions that prevent us understanding everything from stock-picking to wine-tasting - read it, or risk becoming another victim of chance. 'A wonderfully readable guide to how the mathematical laws of randomness affect our lives' Stephen Hawking, author of *A Brief History of Time*

An award-winning scientist offers his unorthodox approach to childrearing: "Parentology is brilliant, jaw-droppingly funny, and full of wisdom...bound to change your thinking about parenting and its conventions" (Amy Chua, author of *Battle Hymn of the Tiger Mother*). If you're like many parents, you might ask family and friends for advice when faced with important choices about how to raise your kids.

You might turn to parenting books or simply rely on timeworn religious or cultural traditions. But when Dalton Conley, a dual-doctorate scientist and full-blown nerd, needed childrearing advice, he turned to scientific research to make the big decisions. In *Parentology*, Conley hilariously reports the results of those experiments, from bribing his kids to do math (since studies show conditional cash transfers improved educational and health outcomes for kids) to teaching them impulse control by giving them weird names (because evidence shows kids with unique names learn not to react when their peers tease them) to getting a vasectomy (because fewer kids in a family mean smarter kids). Conley encourages parents to draw on the latest data to rear children, if only because that level of engagement with kids will produce solid and happy ones. Ultimately these experiments are very loving, and the outcomes are redemptive—even when Conley's sassy kids show him the limits of his profession. *Parentology* teaches you everything you need to know about the latest literature on parenting—with lessons that go down easy. You'll be laughing and learning at the same time.

How a New York Times bestselling author and New Yorker contributor parlayed a strong grasp of the science of human decision-making and a woeful ignorance of cards into a life-changing run as a professional poker player, under the wing of a legend of the game

\* 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 INTERNATIONAL BESTSELLER 'Compelling, haunting, tragic stories . . . resonate long after you put the book down' James McConnachie, Sunday Times Book of the Year The routine traffic stop that ends in tragedy. The spy who spends years undetected at the highest levels of the Pentagon. The false conviction of Amanda Knox. Why do we so often get other people wrong? Why is it so hard to detect a lie, read a face or judge a stranger's motives? Using stories of deceit and fatal errors to cast doubt on our strategies for dealing with the unknown, Malcolm Gladwell takes us on an intellectual adventure into the darker side of human nature, where strangers are never simple and misreading them can have disastrous consequences.

The *Freakonomics* books have come to stand for challenging conventional wisdom; using data rather than emotion to answer questions. Now Levitt and Dubner have turned what they've learned into a readable and practical toolkit for thinking smarter, harder, and different - thinking, that is, like a Freak. *Think Like a Freak* offers rules like 'Put Your Moral Compass in Your Pocket,' 'The Upside of Quitting,' 'Just Because You're Great at Something Doesn't Mean You're Good at Everything,' and 'If You Have No Talent, Follow Levitt's Path to Success.'

A journey through the otherworldly science behind Christopher Nolan's award-winning film, *Interstellar*, from executive producer and Nobel Prize-winning physicist Kip Thorne. *Interstellar*, from acclaimed filmmaker Christopher Nolan, takes us on a fantastic voyage far beyond our solar system. Yet in *The Science of Interstellar*, Kip Thorne, the Nobel prize-winning physicist who assisted Nolan on the scientific aspects of *Interstellar*, shows us that the movie's jaw-dropping events and stunning, never-before-attempted visuals are grounded in real science. Thorne shares his experiences working as the science adviser on the film and then moves on to the science itself. In chapters on wormholes, black holes, interstellar travel, and much more, Thorne's scientific insights—many of them triggered during the actual scripting and shooting of *Interstellar*—describe the physical laws that govern our universe and the truly astounding phenomena that those laws make possible. *Interstellar* and all related characters and elements are trademarks of and © Warner Bros. Entertainment Inc. (s14).

"The newbie investor will not find a better guide to personal finance." —Burton Malkiel, author of *A RANDOM WALK DOWN WALL STREET* TV analysts and money managers would have you believe your finances are enormously complicated, and if you don't follow their guidance, you'll end up in the poorhouse. They're wrong. When University of Chicago professor Harold Pollack interviewed Helaine Olen, an award-winning financial journalist and the author of the bestselling *Pound Foolish*, he made an offhand suggestion: everything you need to know about managing your money could fit on an index card. To prove his point, he grabbed a 4" x 6" card, scribbled down a list of rules, and posted a picture of the card online. The post went viral. Now, Pollack teams up with Olen to explain why the ten simple rules of the index card outperform more complicated financial strategies. *Inside* is an easy-to-follow action plan that works in good times and bad, giving you the tools, knowledge, and confidence to seize control of your financial life.

In this fascinating and often hilarious work – winner of the Royal Society of Science Prize 2007 – pre-eminent psychologist Daniel Gilbert shows how – and why – the majority of us have no idea how to make ourselves happy.

"For many, Thomas Carlyle's put-down of economics as "the dismal science" rings true - especially in the aftermath of the crash of 2008. But Diane Coyle argues that economics today is more soulful than dismal, a more practical and human science than ever before. *The Soulful Science* describes the remarkable creative renaissance in economics, how economic thinking is being applied to the paradoxes of everyday life." "This revised edition incorporates the latest developments in the field, including the rise of behavioral finance, the failure of carbon trading, and the growing trend of government bailouts. She also discusses such major debates as the relationship between economic statistics and presidential elections, the boundary between private choice and public action, and who is to blame for today's banking crisis"--Jacket.

Now a major motion picture, *The Disaster Artist*, starring James Franco, Alison Brie, Zoey Deutch, Lizzy Caplan, Zac Efron, Bryan Cranston, Dave Franco, Kristen Bell, Seth Rogen, Sharon Stone, and Judd Apatow. In 2003, an independent film called *The Room* - starring and written, produced, and directed by a mysteriously wealthy social misfit named Tommy Wiseau - made its disastrous debut in Los Angeles. Described by one reviewer as 'like getting stabbed in the head', the \$6 million film earned a grand total of \$1,800 at the box office and closed after two weeks. Over a decade later, *The Room* is an international cult phenomenon, whose legions of fans attend screenings featuring costumes, audience rituals, merchandising and thousands of plastic spoons. In *The Disaster Artist*, Greg Sestero, Tommy's costar, recounts the film's bizarre journey to infamy, explaining how the movie's many nonsensical scenes and bits of dialogue came to be and unraveling the mystery of Tommy Wiseau himself. But more than just a riotously funny story about cinematic hubris, *The Disaster Artist* is an honest and warm testament to friendship.

The creator of the incredibly popular webcomic xkcd presents his heavily researched answers to his fans' oddest questions, including "What if I took a swim in a spent-nuclear-fuel pool?" and "Could you build a jetpack using downward-firing machine guns?" 100,000 first printing.

UNLOCK THE KEY TO SUCCESS WITH JP MORGAN'S BEST SUMMER READ OF 2018 In this must-read for anyone seeking to succeed, pioneering psychologist Angela Duckworth takes us on an eye-opening journey to discover the true qualities that lead to outstanding achievement. Winningly personal, insightful and powerful, *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. 'Impressively fresh and original' Susan Cain

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.

Shows how changes in work, family structure, women's roles, and other factors have caused people to become increasingly disconnected from family, friends, neighbors, and democratic structures--and how they may reconnect.

Instant New York Times bestseller "Howard Zinn on acid or some bullsh\*t like that." —Tim Heidecker The creators of the cult-hit podcast *Chapo Trap House* deliver a manifesto for everyone who feels orphaned and alienated—politically, culturally, and economically—by the lanyard-wearing Wall Street centrism of the left and the lizard-brained atavism of the right: there is a better way, the *Chapo Way*. In a guide that reads like "a weirder, smarter, and deliciously meaner version of *The Daily Show's* 2004 *America (The Book)*" (Paste), *Chapo Trap House* shows you that you don't have to side with either sinking ships. These self-described "assholes from the internet" offer a fully ironic ideology for all who feel politically hopeless and prefer broadsides and tirades to reasoned debate. Learn the "secret" history of the world, politics, media, and everything in-between that THEY don't want you to know and chart a course from our wretched present to a utopian future where one can post in the morning, game in the afternoon, and podcast after dinner without ever becoming a poster, gamer, or podcaster. A book that's "as intellectually serious and analytically original as it is irreverent and funny" (Glenn Greenwald, New York Times bestselling author of *No Place to Hide*) *The Chapo Guide to Revolution* features illustrated taxonomies of contemporary liberal and conservative characters, biographies of important thought leaders, "never before seen" drafts of Aaron Sorkin's *Newsroom* manga, and the ten new laws that govern *Chapo Year Zero* (everyone gets a dog, billionaires are turned into *Soylent*, and logic is outlawed). If you're a fan of sacred cows, prisoners being taken, and holds being barred, then this book is NOT for you. However, if you feel disenfranchised from the political and cultural nightmare we're in, then *Chapo*, let's go...

'A manual for the 21st-century citizen... accessible, refreshingly critical, relevant and urgent' - Financial Times 'Fascinating and deeply disturbing' - Yuval Noah Harari, Guardian Books of the Year In this New York Times bestseller, Cathy O'Neil, one of the first champions of algorithmic accountability, sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric. We live in the age of the algorithm. Increasingly, the decisions that affect our lives - where we go to school, whether we get a loan, how much we pay for insurance - are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: everyone is judged according to the same rules, and bias is eliminated. And yet, as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and incontestable, even when they're wrong. Most troubling, they reinforce discrimination. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort CVs, grant or deny loans, evaluate workers, target voters, and monitor our health. O'Neil calls on modellers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This important book empowers us to ask the tough questions, uncover the truth, and demand change.

*The Challenge Built to Last*, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies

generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings?

With his long-running 'Everyday Economics' column in Slate and his popular book, *The Armchair Economist*, Steven Landsburg has been leading the pack of economists who are transforming their science from a drab meditation on graphs and charts into a fascinating window on human nature. Now he's back and more provocative than ever with surprises on virtually every page. In *More Sex is Safer Sex*, Professor Landsburg offers readers a series of stimulating discussions that all flow from one unsettling fact. Combining the rational decisions of each of us often produces an irrational result for all of us. Avoiding casual sex can actually encourage the spread of diseases. To solve population pressures, we need more people. In his tantalizing, entertaining narrative, Landsburg guides us through these shocking notions by the light of compelling logic and evidence and makes suggestions along the way: Why not charge juries if a convicted felon is exonerated? Why not let firemen keep the property they rescue? As entertaining as it is inflammatory, *More Sex is Safer Sex* will make readers think about their decisions in unforgettable ways -- and spark debate over much that we all take for granted.

The ultimate eye-opening journey through time and space, *A Short History of Nearly Everything* is the biggest-selling popular science book of the 21st century and has sold over 2 million copies. 'Truly impressive...It's hard to imagine a better rough guide to science.' *Guardian* 'A travelogue of science, with a witty, engaging, and well-informed guide' *The Times* Bill Bryson describes himself as a reluctant traveller, but even when he stays safely at home he can't contain his curiosity about the world around him. *A Short History of Nearly Everything* is his quest to understand everything that has happened from the Big Bang to the rise of civilization - how we got from there, being nothing at all, to here, being us. Bill Bryson's challenge is to take subjects that normally bore the pants off most of us, like geology, chemistry and particle physics, and see if there isn't some way to render them comprehensible to people who have never thought they could be interested in science. As a result, *A Short History of Nearly Everything* reveals the world in a way most of us have never seen it before.

One of America's most respected economists presents a quirky, incisive romp through everyday life that reveals how you can turn economic reasoning to your advantage—often when you least expect it to be relevant. Like no other economist, Tyler Cowen shows how economic notions—such as incentives, signals, and markets—apply far more widely than merely to the decisions of social planners, governments, and big business. What does economic theory say about ordering from a menu? Or attracting the right mate? Or controlling people who talk too much in meetings? Or dealing with your dentist? With a wryly amusing voice, in chapters such as “How to Control the World, The Basics” and “How to Control the World, Knowing When to Stop” Cowen reveals the hidden economic patterns behind everyday situations so you can get more of what you really want. Readers will also gain less selfish insights into how to be a good partner, neighbor and even citizen of the world. For instance, what is the best way to give to charity? The chapter title “How to Save the World—More Christmas Presents Won't Help” makes a point that is every bit as personal as it is global. Incentives are at the core of an economic approach to the world, but they don't just come in cash. In fact, money can be a disincentive. Cowen shows why, for example, it doesn't work to pay your kids to do the dishes. Other kinds of incentives—like making sure family members know they will be admired if they respect you—can work. Another non-monetary incentive? Try having everyone stand up in your next meeting if you don't want anyone to drone on. Deeply felt incentives like pride in one's work or a passing smile from a loved one, can be the most powerful of all, even while they operate alongside more mundane rewards such as money and free food. *Discover Your Inner Economist* is an introduction to the science of economics that shows it to be built on notions that are already within all of us. While the implications of those ideas lead to Cowen's often counterintuitive advice, their wisdom is presented in ordinary examples taken from home life, work life, and even vacation life... How do you get a good guide in a Moroccan bazaar?

A celebrated social psychologist offers a radical new perspective on cultural differences that reveals why some countries, cultures, and individuals take rules more seriously and how following the rules influences the way we think and act. In *Rule Makers, Rule Breakers*, Michele Gelfand, “an engaging writer with intellectual range” (*The New York Times Book Review*), takes us on an epic journey through human cultures, offering a startling new view of the world and ourselves. With a mix of brilliantly conceived studies and surprising on-the-ground discoveries, she shows that much of the diversity in the way we think and act derives from a key difference—how tightly or loosely we adhere to social norms. Just as DNA affects everything from eye color to height, our tight-loose social coding influences much of what we do. Why are clocks in Germany so accurate while those in Brazil are frequently wrong? Why do New Zealand's women have the highest number of sexual partners? Why are red and blue states really so divided? Why was the Daimler-Chrysler merger ill-fated from the start? Why is the driver of a Jaguar more likely to run a red light than the driver of a plumber's van? Why does one spouse prize running a tight ship while the other refuses to sweat the small stuff? In search of a common answer, Gelfand spent two decades conducting research in more than fifty countries. Across all age groups, family variations, social classes, businesses, states, and nationalities, she has identified a primal pattern that can trigger cooperation or conflict. Her fascinating conclusion: behavior is highly influenced by the perception of threat. “A useful and engaging take on human behavior” (*Kirkus Reviews*) with an approach that is consistently riveting, *Rule Makers, Ruler Breakers* thrusts many of the puzzling attitudes and actions we observe into sudden and surprising clarity.

Examines the effects of television culture on how we conduct our public affairs and how "entertainment values" corrupt the way we think.

Berpikir seperti orang aneh adalah berpikir dengan sudut pandang yang lain, atau bisa juga dibalang berpikir layaknya anak-anak yang bebas merdeka, memikirkan kesenangan sendiri, dan tak mengenal rasa takut. Kita kerap kali memikirkan hal-hal yang besar saja dalam menyelesaikan masalah, sementara ada hal kecil yang bisa kita lakukan yang sering kali terlewatkan. Memang hal kecil yang kita lakukan itu tidaklah menyelesaikan keseluruhan masalah, tetapi setidaknya mengurangi keruwetan masalah tersebut. Buku ini menyenangkan sekali, penulis menceritakan kisah-kisah sepele tetapi sangat informatif dan menyenangkan dari berbagai topik, dari pemilihan sudut tendang saat pemain bola hendak melakukan tendangan penalti, bagaimana seseorang bisa makan sekian banyak hot dog dalam sepuluh menit, dokter dari Australia yang menemukan bahwa penyebab mag adalah bakteri, bagaimana cara seseorang mencari dana untuk membantu anak-anak yang berbibir sumbing di negara dunia ketiga, sampai bagaimana sebuah toko sepatu daring bisa menjadi perusahaan favorit padahal menggaji karyawannya dengan bayaran relatif kecil. Semua kisah itu begitu mengesankan sekaligus menginspirasi kita untuk berpikir dengan sudut pandang lain. Buku ini juga mengajarkan manfaat berhenti. Kita dibesarkan dengan pepatah, maju terus pantang mundur. Seakan-akan jika kita memilih mundur atau berhenti hina atau aib sekali. Padahal untuk hal-hal tertentu, bisa jadi memilih mundur atau berhenti adalah pilihan yang lebih baik dan lebih memungkinkan. [Mizan, Noura Books, Referensi, Motivasi, Inspirasi, Terjemahan, Indonesia]

'Emily Oster is the non-judgemental girlfriend holding our hand and guiding us through pregnancy and motherhood. She has done the work to get us the hard facts in a soft, understandable way' Amy Schumer Parenting is full of decisions, nearly all of which can be agonized over. There is an abundance of often-conflicting advice hurled at you from doctors, family, friends, and strangers on the internet. 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 and offers non-judgemental ways to consider our options in light of the facts. Cribsheet is a thinking parent's guide that empowers us to make better, less fraught decisions - and stay sane in the years before preschool. \*Now you can navigate the primary school years with Emily Oster too, in her new book The Family Firm, out now\*

Best-selling books such as Freakonomics and The Undercover Economist have paved the way for the flourishing economics-made-fun genre. While books like these present economics as a strong and explanatory science, the ongoing economic crisis has exposed the shortcomings of economics to the general public. In the face of this crisis, many people, including well-known economists such as Paul Krugman, have started to express their doubts about whether economics is a success as a science. As well as academic papers, newspaper columns with a large audience have discussed the failure of economic to predict and explain ongoing trends. The emerging picture is somewhat confusing: economics-made-fun books present economics as a method of thinking that can successfully explain everyday and "freaky" phenomena. On the other hand, however, economics seems to fail in addressing and explaining the most pressing matters related to the field of economics itself. This book explores the confusion created by this contradictory picture of economics. Could a science that cannot answer its own core questions really be used to explain the logic of everyday life? This book was originally published as a special issue of the Journal of Economic Methodology.

\*THE SUNDAY TIMES NUMBER ONE BESTSELLER\* 'HELL YES. This is one of those books that has the potential to change things - a monumental piece of research' Caitlin Moran Imagine a world where... - Your phone is too big for your hand - Your doctor prescribes a drug that is wrong for your body - In a car accident you are 47% more likely to be injured. If any of that sounds familiar, chances are you're a woman. From government policy and medical research, to technology, workplaces, and the media. Invisible Women reveals how in a world built for and by men we are systematically ignoring half of the population, often with disastrous consequences. Caroline Criado Perez brings together for the first time an impressive range of case studies, stories and new research from across the world that illustrate the hidden ways in which women are forgotten, and the profound impact this has on us all. Discover the shocking gender bias that affects our everyday lives. 'A book that changes the way you see the world' Sunday Times 'Revelatory, frightening, hopeful' Jeanette Winterson

The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

The most powerful force in the world economy today is the redefinition of the relationship between state and marketplace - a process that goes by the name of privatization though this term is inadequate to express its far-reaching changes. We are moving from an era in which governments sought to seize and control the 'commanding heights' of the economy to an era in which the idea of free markets is capturing the commanding heights of world economic thinking. Basic views of how society ought to be organized are undergoing rapid change, trillions of dollars are changing hands and so is fundamental political power. Great new wealth is being created - as are huge opportunities and huge risks. Taking a worldwide perspective, including Britain, where the process began with Mrs Thatcher, Europe and the former USSR, China, Latin America and the US, THE COMMANDING HEIGHTS shows how a revolution in ideas is transforming the world economy - why it is happening, how it can go wrong and what it will mean for the global economy going into the twenty-first century.

Assume nothing, question everything. This is the message at the heart of Freakonomics, Levitt and Dubner's rule-breaking, iconoclastic book about crack dealers, cheating teachers and bizarre baby names that turned everyone's view of the world upside-down and became an international multi-million-copy-selling phenomenon. 'Prepare to be dazzled' Malcolm Gladwell 'A sensation ... you'll be stimulated, provoked and entertained. Of how many books can that be said?' Sunday Telegraph 'Has you chuckling one minute and gasping in amazement the next' Wall Street Journal 'Dazzling ... a delight' Economist 'Made me laugh out loud' Scotland on Sunday

Freakonomics A Rogue Economist Explores the Hidden Side of Everything Penguin UK

Draws on more than forty interviews with Steve Jobs, as well as interviews with family members, friends, competitors, and colleagues to offer a look at the co-founder and leading creative force behind the Apple computer company.

What if it is simply unconscious biases — in the way of memory, emotion and attention — that produce most misunderstandings and conflicts between people, groups and even nations? How can you tell if it isn't just your brain running on 'auto-pilot' that makes your moral decisions for you, instead of the logical thinking you've nurtured and developed? Reminiscent of Malcolm Gladwell's Blink, The Hidden Brain takes a look at how we actually think both consciously and unconsciously. In The Hidden Brain: how our unconscious minds elect presidents, control markets, wage wars, and save our lives, author and science journalist Shankar Vedantam describes unique cases of everyday unconscious decision making while applying the latest scientific studies to each situation. The result is fascinating. The Hidden Brain explores numerous questions and doubts about the choices we make and updates us on the most recent scientific research on unconscious thinking. Shankar believes most everything we do boils down to the inner workings of our brains. Most human actions are based on unconscious biases, not conscious decisions. Looking into 'the hidden brain' is how he can best explain, scientifically, the many contradictory and illogical things people say and do, regardless of their ability to reason. Shankar's recent journalism enables the lay-person to understand what the scientific and human behaviorist communities are discovering. And his book delves into a wide variety of stories that intriguingly point toward the astounding notion that people are much more dependent on the unconscious than most of us would like to believe, by linking this research to real life situations. If it isn't the unconscious how else do you explain biases that prompt us to think that a black woman leaning over a hospital bed is a nurse, rather than a surgeon? How do you explain why well-meaning managers choose some candidates for job interviews while eliminating others who are equally qualified? Can you explain why people don't always run out of a burning building?

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