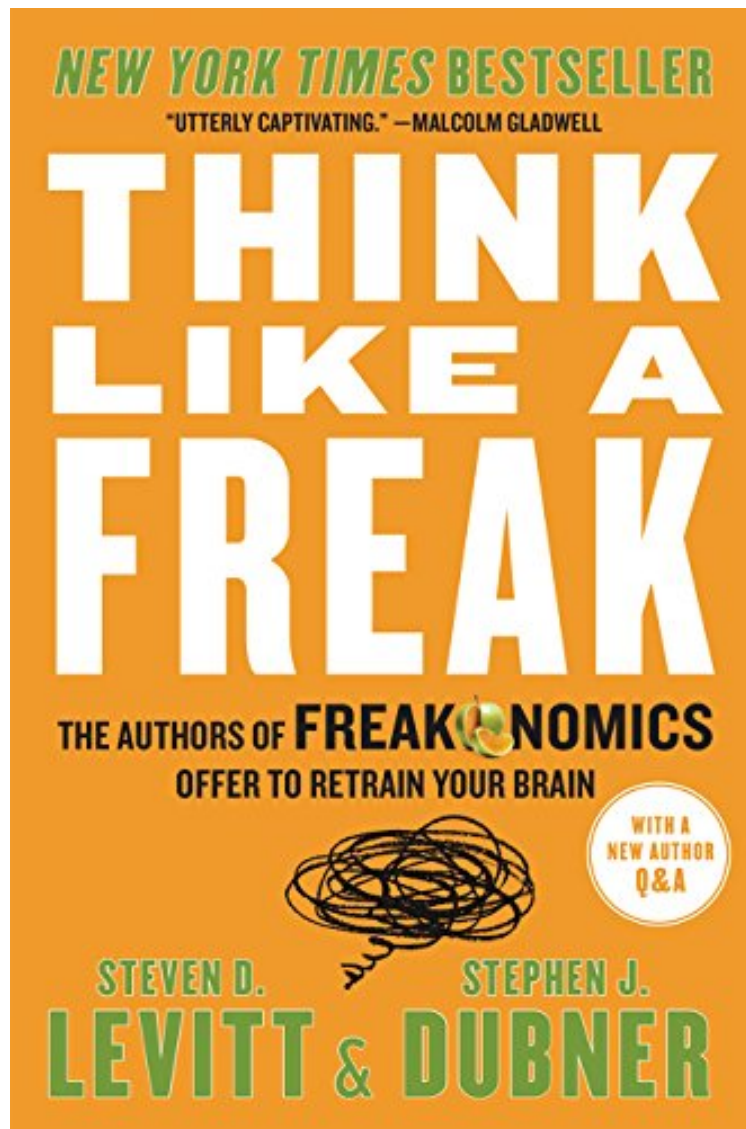


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Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain

Steven D. Levitt, Stephen J. Dubner
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Steven D. Levitt, Stephen J. Dubner : Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain before purchasing it in order to gage whether or not it would be worth my time, and all praised Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain:

318 of 333 people found the following review helpful. Freakonomics / Super Freakonomics shows you how the world

works. Think Like A Freak shows you how to better live in the world. By Derek Halpern 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. Eventually, as I got good, I got to the magic number - 6 videos in a day and I felt like I was on top of the world. Until I spoke to another friend who told me they do 15 or 20 videos in a day. I was SHOCKED. But I went back to the drawing board, refined my process, and eventually got up to 17 videos in a day. I'm being vague here, mainly because I want you to read the book. But it's funny seeing how the same process I used to increase my video production was used by the hot dog champ as well.
3. And my favorite part of the book is when they talk about what they call "the once and done" technique. If you're a non-profit, you'll LOVE reading about this because you'll see how you can potentially increase donations a drastic amount by using this simple marketing tactic. And that's it. Great book and I suggest you buy it and read it.

0 of 0 people found the following review helpful. Thought Provoking And A Read That Keeps You Actively Involved. By Mary A. Madsen I love anything that smacks around my thinking and turns it in new directions, and this book did exactly that. At times I wondered about their criteria for measuring things and the conclusions they came to, but that also made me stop and think a bit more. Thinking beyond the boundaries could become a habit if this keeps up. As with their other books, there are lots of interesting and unusual connections made between cause and effect. At times their analysis of people and their behavior came off as quite cold, as if humans are just data, but in their world I suppose this is true. It's an enjoyable read I'd suggest for anyone who appreciates having their ingrained thoughts challenged.

1 of 1 people found the following review helpful. On my way to being a Freak By Bert Rivera The best Freakonomics book so far. I read Freakonomics and Super Freakonomics, and they were interesting, informative and entertaining, this one is all that plus practical and engaging. A way different way to face situations and decisions.

Now in Paperback the New York Times bestseller and follow up to the revolutionary bestsellers Freakonomics and Super Freakonomics with a new author QA. With their trademark blend of captivating storytelling and unconventional analysis, Steven D. Levitt and Stephen J. Dubner take us inside their thought process and teach us all how to think a bit more productively, more creatively, more rationally. In Think Like A Freak, they offer a blueprint for an entirely new way to solve problems, whether your interest lies in minor lifehacks or major global reforms. 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.

Utterly captivating. (Malcolm Gladwell, New York Times bestselling author of Blink, The Tipping Point, and David and Goliath) Over nine entertaining chapters [Levitt and Dubner] demonstrate how not to fall into hackneyed approaches to solving problems and concretely illustrate how to reframe questions. (New York Daily News) Compelling and fun. (New York Post) This book will change your life. (Daily Express (London)) Good ideas... expressed with panache. (Financial Times) An interesting and thought-provoking read. (The Horn) Their most revolutionary book yet. With their trademark blend of captivating storytelling and unconventional analysis, they take us inside their thought process and teach us all to think a bit more productively, more creatively, more rationally --- to think, that is, like a Freak. (Bookreporter.com) From the Back Cover Put away your moral compass. Learn to say "I don't know." Think like a child. Take a master class in incentives. Appreciate the upside of quitting. . . . And more! Think Like a Freak is Steven D. Levitt and Stephen J. Dubner's most revolutionary book yet. With their trademark blend of captivating storytelling and unconventional analysis, they take us inside their thought process and teach us all to think a bit more productively, more creatively, more rationally to think, that is, like a Freak. Levitt and Dubner offer a blueprint for an entirely new way to solve problems, whether your interest lies in minor lifehacks or major global reforms. As always, no topic is off-limits. They 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. Never before have such iconoclastic thinkers been so revealing and so much fun to read.

About the Author
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 forty. He is also a founder of The Greatest Good, which applies Freakonomics-style thinking to business and philanthropy.
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. He is the host of Freakonomics Radio and Tell Me Something I Don't Know.