

freakonomics filetype:pdf

freakonomics filetype:pdf is a popular search query among readers interested in exploring the groundbreaking economic insights and unconventional analyses presented in the book Freakonomics. This article aims to provide a comprehensive overview of what users can expect when searching for this specific filetype, including how to find legitimate PDFs, the core themes of the book, its impact on economic thought, and tips for maximizing the value of such resources for research or personal enlightenment.

Understanding the Search Query: freakonomics filetype:pdf

What Does 'filetype:pdf' Mean in Search Queries?

The term 'filetype:pdf' is a Google search operator that filters results to display only PDF documents. When combined with a keyword like 'freakonomics,' it helps users locate downloadable, printable, and shareable PDF versions of the book, articles, or related materials. This operator is especially useful for researchers, students, or enthusiasts seeking authoritative, unaltered copies of documents.

Why Search for PDFs of Freakonomics?

People often search for PDFs of Freakonomics for various reasons:

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Beware of Illegal or Unauthorized PDFs

Searching for 'freakonomics filetype:pdf' can sometimes lead to pirated copies or unauthorized uploads, which infringe on copyright laws. Always verify the source before downloading.

Content Overview of Freakonomics

Introduction to the Book

Freakonomics, authored by economist Steven D. Levitt and journalist Stephen J. Dubner, challenges conventional economic wisdom by exploring the hidden side of everything. It employs economic theories and data analysis to uncover surprising truths about human behavior.

Core Themes and Topics

The book covers diverse topics, including:

- The incentives behind crime and corruption
- The economics of parenting and education
- The real estate market dynamics
- The impact of information asymmetry
- Incentive structures in society and business

Key Methodologies

Freakonomics emphasizes:

- Data-driven analysis
- Case studies
- Use of unconventional data sources
- Critical thinking about causality and correlation

How to Use a Freakonomics PDF Effectively

For Academic Research

- Cross-reference data with other sources
- Use bookmarks and annotations to track important sections
- Extract quotes and statistics for papers or presentations

For Personal Learning

- Read chapter-wise to digest complex ideas
- Reflect on real-world applications of economic principles
- Discuss insights with peers or in study groups

For Content Creation or SEO Purposes

- Analyze the themes for blog posts or articles
- Use quotes to support arguments
- Reference specific chapters or case studies

Enhancing Your Search for Freakonomics PDFs

Tips for Finding Quality PDFs

- Use trusted sources such as publisher websites or academic platforms
- Verify the authenticity before downloading
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Additional Resources

- Summary and review articles
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Using Advanced Search Operators

Besides 'filetype:pdf,' consider combining other operators:

- 'intitle:freakonomics' to find documents with the title
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Conclusion: The Value of Legally Accessing Freakonomics PDFs

Searching for 'freakonomics filetype:pdf' can unlock a wealth of information and insights into human behavior, economics, and societal structures. While the convenience of free PDF downloads is tempting, it is crucial to prioritize legal and ethical sources to respect intellectual property rights. Whether for academic purposes, personal curiosity, or content creation, leveraging legitimate PDFs ensures a reliable, high-quality reading experience.

In summary:

- Use authorized sources whenever possible
- Be cautious of pirated or unauthorized copies
- Utilize PDFs effectively for studying, research, or content development
- Combine search strategies for best results

By understanding the landscape of Freakonomics PDFs and how to find them responsibly, readers can deepen their understanding of the innovative ideas presented by Levitt and Dubner, gaining new perspectives on everyday economic phenomena.

Keywords: freakonomics filetype:pdf, download freakonomics PDF, freakonomics free PDF, economic analysis, data-driven insights, unconventional economics, research resources, authorized PDFs

Frequently Asked Questions

What is the significance of searching 'freakonomics filetype:pdf' on search engines?

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Can I find summaries or analyses of Freakonomics in PDF format using 'filetype:pdf'?

Yes, many educational and review sites offer PDF summaries and analyses of Freakonomics, which can be found using targeted search queries with 'filetype:pdf'.

What are the best practices for searching for academic or research PDFs related to Freakonomics?

Use specific search terms combined with 'filetype:pdf' and reputable sources like Google Scholar, JSTOR, or university repositories to find legitimate academic PDFs related to Freakonomics.

Are there any risks associated with downloading PDFs of Freakonomics from unknown sources?

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Access options include purchasing through authorized platforms, checking if your institution has access, or using legitimate services like libraries or open-access repositories.

What tools can I use to search specifically for PDFs of Freakonomics?

You can use search engines like Google with the 'filetype:pdf' operator along with keywords like 'Freakonomics' to find relevant PDF documents efficiently.

Is it possible to find the latest editions or updates of Freakonomics in PDF format online?

Yes, the latest editions or updates are often available through official publishers, bookstores, or authorized academic repositories in PDF format.

Additional Resources

freakonomics filetype:pdf: An Investigative Analysis of Digital Footprints, Data Accessibility, and the Economics of Information

Introduction

In the digital age, the dissemination, accessibility, and analysis of information have transformed how researchers, journalists, and the general public approach knowledge. Among the myriad ways to access academic and investigative content, the use of specialized search operators—such as "filetype:pdf"—has become a critical tool for uncovering valuable data. This article explores the significance of the search query `freakonomics filetype:pdf`, delving into its role in investigative research, the implications for data accessibility, and the broader context of digital information economics.

The Significance of Search Operators in Digital Research

Understanding "filetype:pdf"

Search operators like "filetype:pdf" are advanced search tools used primarily in search engines such as Google to filter results by specific file formats. When combined with keywords, they enable users to locate documents in a particular format—most notably PDFs—often associated with reports, academic papers, white papers, and official documents.

Example:

```
`freakonomics filetype:pdf`
```

This command retrieves PDF documents containing the term "freakonomics," likely including academic papers, book chapters, or official reports referencing or analyzing the Freakonomics methodology or concepts.

Why PDFs Matter in Research and Investigative Work

PDFs are a preferred format for formal documentation due to their fixed formatting, widespread compatibility, and perceived authority. They often serve as the primary medium for:

- Academic publications
- Government reports
- Corporate white papers
- Policy analyses

Their accessibility via search operators allows researchers to bypass paywalls or fragmented web content, facilitating a more comprehensive understanding of specific topics.

The Intersection of Freakonomics and Digital Research

Overview of Freakonomics

Authored by economist Steven D. Levitt and journalist Stephen J. Dubner, Freakonomics popularized unconventional economic analysis by exploring hidden incentives and surprising correlations in human behavior. Its influence extends beyond academic circles into mainstream media, policy discussions, and data-driven investigations.

Searching for "freakonomics filetype:pdf": A Gateway to Knowledge

Using the search query:

`freakonomics filetype:pdf`

researchers, journalists, and enthusiasts can access:

- Academic analyses and critiques that assess the book's methodology or implications
- Related research papers that adopt Freakonomics-inspired frameworks
- Official reports or datasets referenced in or related to Freakonomics studies
- Educational materials and lecture notes that include comprehensive analyses

This targeted search facilitates a depth of investigation that broad web searches might miss, especially when seeking authoritative or peer-reviewed documents.

The Role of PDFs in Investigative Journalism and Academic Research

Data Accessibility and Democratization

The proliferation of PDFs accessible via search operators has democratized access to information. Previously, academic papers and official reports were often behind paywalls or stored in inaccessible archives. Now, a simple search can surface valuable documents for free.

Advantages include:

- Open Access: Many PDFs are available through open repositories or institutional websites.
- Ease of Citation: PDFs are static, citable sources, supporting rigorous academic standards.
- Comprehensive Content: PDFs often contain appendices, data tables, and detailed methodologies not easily summarized elsewhere.

Challenges and Limitations

Despite their utility, reliance on "filetype:pdf" searches presents challenges:

- Outdated or Obsolete Documents: Not all PDFs are current or accurate.
- Legitimacy Concerns: The web hosts both credible and dubious documents; verifying authenticity is crucial.
- Accessibility Barriers: Some PDFs are behind paywalls or stored in inaccessible repositories, limiting open access.
- Data Overload: Search results can be overwhelming, requiring careful filtering and verification.

Case Studies: The Impact of "filetype:pdf" in Research and Investigations

Case Study 1: Examining Socioeconomic Data

Researchers investigating socioeconomic patterns have used targeted PDF searches to locate datasets or reports referenced in Freakonomics. For instance, a study analyzing crime rate fluctuations might locate PDFs of police department reports or academic critiques referencing Levitt and Dubner's claims.

Case Study 2: Uncovering Contradictions and Critiques

Investigative journalists have employed this search method to find peer-reviewed critiques challenging Freakonomics' conclusions. For example, PDFs of academic papers have surfaced that question the causality implied in some of the book's claims, enabling balanced reporting.

Case Study 3: Data Mining for Policy Analysis

Policy analysts seeking to understand the empirical foundations of Freakonomics-inspired policies have used "filetype:pdf" searches to locate official policy documents, white papers, and datasets supporting or refuting claims made in popular media.

Broader Implications: Data Economics and Ethical Considerations

The Economics of Information

The ability to find PDFs via specific search operators exemplifies the broader trend of information commodification. As data becomes more accessible, its value shifts from exclusivity to ease of access. This shift impacts:

- Academic publishing: Open access initiatives challenge traditional subscription models.
- Data privacy: Not all PDFs are free from sensitive or proprietary information.
- Information asymmetry: Search operators help level the playing field but raise questions about data authenticity and verification.

Ethical Considerations in Search-Based Research

While "filetype:pdf" searches democratize access, they also pose ethical questions:

- Copyright infringement: Downloading and disseminating PDFs may infringe on intellectual property rights.
- Verification of sources: Ensuring the credibility of found PDFs is essential to prevent the spread of misinformation.
- Data privacy: PDFs containing personal or sensitive data require careful handling.

Future Directions and Technological Innovations

Enhancing Search Capabilities

Emerging technologies aim to improve the precision and reliability of PDF searches:

- Semantic Search: Moving beyond keyword matching to understanding content context.
- AI-based Verification: Automatically assessing the credibility of PDFs.
- Metadata Tagging: Improving discoverability through better metadata standards.

Open Access and Policy Initiatives

Efforts to promote open access repositories (e.g., arXiv, SSRN, institutional archives) will continue to expand the availability of PDFs, making targeted searches more fruitful and reliable.

Conclusion

The search query `freakonomics filetype:pdf` exemplifies a powerful intersection of digital literacy, data access, and investigative potential. By understanding how to leverage search operators effectively, researchers and journalists can uncover a wealth of authoritative documents that deepen understanding, challenge assumptions, and foster informed discourse. As the digital landscape evolves, the importance of strategic search techniques, ethical considerations, and technological innovation will only grow in significance, shaping the future of information discovery and analysis in the age of data-driven inquiry.

References

Note: As this is a hypothetical investigative article, references would include a combination of academic papers, official reports, and credible critiques related to Freakonomics and digital search methodologies.

[Freakonomics Filetype Pdf](#)

freakonomics filetype pdf: Freakonomics Steven D. Levitt, Stephen J. Dubner, 2005-05
Steven D. Levitt and co-author Stephen J. Dubner 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. In Freakonomics, they set out to explore the hidden side of...well, everything. The inner workings of a crack gang. The truth about real-estate agents. The myths of campaign finance. The telltale marks of a cheating schoolteacher. The secrets of the Ku Klux Klan.--BOOK JACKET.Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

freakonomics filetype pdf: Freakonomics Steven D. Levitt, Stephen J. Dubner, 2014-09-18 En esta obra, Levitt y Dubner demuestran, a través de ejemplos y una sarcástica perspicacia, que la economía representa el estudio de los incentivos. ¿Qué resulta más peligroso: una pistola o una piscina? ¿Qué tienen en común un maestro de escuela y un luchador de sumo? ¿Por qué continúan los traficantes de drogas viviendo con sus madres? ¿En qué se parecen el Ku Klux Klan a los agentes inmobiliarios? Quizás éstas no sean las típicas preguntas que se formula un experto en economía, pero Steven D. Levitt y Stephen J. Dubner no son unos economistas muy típicos. Se trata de especialistas que estudian la esencia y los enigmas de la vida cotidiana y cuyas conclusiones, con

frecuencia, ponen patas arriba la sabiduría convencional. A través de ejemplos prácticos y de una sarcástica perspicacia, Levitt y Dubner demuestran que la economía, en el fondo, representa el estudio de los incentivos: el modo en que las personas obtienen lo que desean, o necesitan, especialmente cuando otras personas desean o necesitan lo mismo.

freakonomics filetype pdf: Freakonomics Steven D. Levitt, 2009-07-01

freakonomics filetype pdf: Super Freakonomics Steven D. Levitt, Stephen J. Dubner, 2009-10-20 The New York Times best-selling Freakonomics was a worldwide sensation, selling over four million copies in thirty-five languages and changing the way we look at the world. Now, Steven D. Levitt and Stephen J. Dubner return with SuperFreakonomics, and fans and newcomers alike will find that the freakuel is even bolder, funnier, and more surprising than the first. Four years in the making, SuperFreakonomics asks not only the tough questions, but the unexpected ones: What's more dangerous, driving drunk or walking drunk? Why is chemotherapy prescribed so often if it's so ineffective? Can a sex change boost your salary? 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? Why are doctors so bad at washing their hands? How much good do car seats do? What's the best way to catch a terrorist? Did TV cause a rise in crime? What do hurricanes, heart attacks, and highway deaths have in common? Are people hard-wired for altruism or selfishness? Can eating kangaroo save the planet? Which adds more value: a pimp or a Realtor? Levitt and Dubner mix smart thinking and great storytelling like no one else, whether investigating a solution to global warming or explaining why the price of oral sex has fallen so drastically. By examining how people respond to incentives, they show the world for what it really is – good, bad, ugly, and, in the final analysis, super freaky. Freakonomics has been imitated many times over – but only now, with SuperFreakonomics, has it met its match.

freakonomics filetype pdf: Freakonomics Intl Steven D. Levitt, Stephen J. Dubner, 2006-01-01 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. Book jacket.

freakonomics filetype pdf: Freakonomics , 2010 Economics is not widely considered to be one of the sexier sciences. The annual Nobel Prize winner in that field never receives as much publicity as his or her compatriots in peace, literature, or physics. But if such slights are based on the notion that economics is dull, or that economists are concerned only with finance itself, Steven D. Levitt will change some minds. In Freakonomics (written with Stephen J. Dubner), Levitt argues that many apparent mysteries of everyday life don't need to be so mysterious: they could be illuminated and made even more fascinating by asking the right questions and drawing connections. For example, Levitt traces the drop in violent crime rates to a drop in violent criminals and, digging further, to the Roe v. Wade decision that preempted the existence of some people who would be born to poverty and hardship. Elsewhere, by analyzing data gathered from inner-city Chicago drug-dealing gangs, Levitt outlines a corporate structure much like McDonald's, where the top bosses make great money while scores of underlings make something below minimum wage. And in a section that may alarm or relieve worried parents, Levitt argues that parenting methods don't really matter much and that a backyard swimming pool is much more dangerous than a gun. These enlightening chapters are separated by effusive passages from Dubner's 2003 profile of Levitt in The New York Times Magazine, which led to the book being written. In a book filled with bold logic, such back-patting veers Freakonomics, however briefly, away from what Levitt actually has to say. Although maybe there's a good economic reason for that too, and we're just not getting it yet.

freakonomics filetype pdf: Freakonomics Twentieth Anniversary Edition Steven D. Levitt,

Stephen J. Dubner, 2025-11-11 The legendary bestseller that made millions look at the world in a radically different way returns in a beautiful 20th anniversary edition featuring a new foreword Which is more dangerous: a gun or a swimming pool? Why do drug dealers still live with their moms? What do real estate agents and the KKK have in common? These may not sound like typical questions for an economist to ask. But Steven D. Levitt is not a typical economist. He is a much-heralded scholar who studies the riddles of everyday life--from cheating and crime to sports and child-rearing--and whose conclusions turn conventional wisdom on its head. Freakonomics is a groundbreaking collaboration between Levitt and Stephen J. Dubner, an award-winning author and journalist. 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. Through forceful storytelling and wry insight, Levitt and Dubner 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. In Freakonomics, they explore the hidden side of everything. The inner workings of a crack gang. The myths of campaign finance. The telltale marks of a cheating schoolteacher. What unites all these stories is a belief that the modern world, despite a great deal of complexity and downright deceit, is not impenetrable, is not unknowable, and--if the right questions are asked--is even more intriguing than we think. All it takes is a new way of looking. Freakonomics establishes this unconventional premise: If morality represents how we would like the world to work, then economics represents how it actually does work. 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. This 20th anniversary edition of the book includes a gorgeous new cover design and a new foreword by Stephen Dubner, reflecting on the unexpected impact Freakonomics has had on the world over the last two decades, as well as the New York Times Magazine profile Dubner wrote about Levitt that started it all.

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freakonomics filetype pdf: *SuperFreakonomics, Illustrated edition* Steven D. Levitt, Stephen J. Dubner, 2010-10-26 *Superfreakonomics*—the smash hit follow-up to the remarkable New York Times bestselling phenomenon *Freakonomics*—is back in a new full-color, fully illustrated and expanded edition. The brainchild of rogue economist Steven D. Levitt and Stephen J. Dubner that once again brilliantly challenges our view of the way the world really works is presented with a new, visual, superfreaky dimension added, enhancing the already provocative thinking about street prostitutes, hurricanes, heart attacks, and other seemingly mundane matters that made *Freakonomics* and *Superfreakonomics* part of the national zeitgeist.

freakonomics filetype pdf: *Freakonomics*, 2017

freakonomics filetype pdf: *Analysis and Summary of Freakonomics by Steven D. Levitt and Stephen J. Dubner* Marcus W. H SCOTSMAN, 2021-07 THIS PUBLICATION IS AN INDEPENDENT WORK OF MARCUS W.H SCOTSMAN IS NOT WRITTEN BY STEVEN D. LEVITT AND STEPHEN J. DUBNER This is a Summary and a Well detailed book. Product Description. During the 1990s, savage wrongdoing rose in America and specialists anticipated it would keep on

rising incredibly. And afterward, abruptly, the crime percentage fell. Specialists then, at that point said this was a direct result of better weapon control laws, better policing, and the financial expansion. Yet, the speculations weren't right. The genuine explanation was that 20 years sooner, early termination got lawful. What's more, kids who might have been brought into the world in antagonistic conditions and in this manner were bound to become crooks were not being conceived any longer. This is the thing that *Freakonomics* by financial expert Steven D. Levitt and writer Stephen J. Dubner is about. It takes a gander at the world and how it functions by investigating the secret side of everything. It challenges customary way of thinking and refutes that it is normal. It asks crisp, intriguing inquiries most financial analysts wouldn't consider, for example, If street pharmacists have such a lot of cash, for what reason do they actually live with their mothers? Or on the other hand which is more perilous, a weapon or a pool? Snap the purchase button for your copy!

freakonomics filetype pdf: [Quicklet on Freakonomics by Stephen D. Levitt & Stephan J. Dubner](#) Jonathan Nathan, 2011-11-09 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.

freakonomics filetype pdf: [Summary of Steven D. Levitt's Freakonomics by Milkyway Media](#) Milkyway Media, 2018-09-06 *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything* (2005) details the unexpected ways that moral, social, and economic incentives influence social outcomes. Incentives are factors that influence the choices an individual or group makes; a driver is incentivized to keep the speed limit, for example, by the desire to avoid getting a speeding ticket... Purchase this in-depth summary to learn more.

freakonomics filetype pdf: *SuperFreakonomics* Steven D. Levitt, Stephen J. Dubner, 2011-05-24 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.

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freakonomics filetype pdf: *Superfreakonomics* Steven D. Levitt, 2011-07-19 Wat hebben de verdwijning van paardenmest en de introductie van kabeltelevisie met elkaar te maken? Waarom is het beter om dronken achter het stuur te stappen dan te gaan lopen? In vervolg op de internationale bestseller *Freakonomics*, werpt *SuperFreakonomics* opnieuw onverwachte, verrassende en prikkelende vragen op. Steven Levitt en Stephen Dubner gaan op zoek naar de antwoorden en laten zien dat ons gedrag gestuurd wordt door economische motieven. Of het nu gaat om prostituees, zelfmoordterroristen, klimaatdeskundigen of artsen: zij worden uiteindelijk allemaal gedreven door economische prikkels. *SuperFreakonomics* gaat over dingen waarvan je altijd dacht dat je ze wist maar die niet waar bleken te zijn, of dingen waarvan je nooit wist dat je ze wilde weten. Dit boek onderzoekt kortom de verborgen kant van de wereld en daagt ons uit die opnieuw te definiëren.

freakonomics filetype pdf: *When To Rob A Bank* Steven D. Levitt, Stephen J. Dubner,

2016-05-10 In celebration of the tenth 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 seven million books sold in forty 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-centre questions: Why don't flight attendants get tipped? If you were a terrorist, how would you attack? 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's and Dubner's own quirks and passions, from gambling and gold to backgammon and the abolition penny.

freakonomics filetype pdf: *Freakonomics* John E. DiNardo, 2010 *Freakonomics: A Rogue Economist Explores the Hidden Side of Everything* by Steven D. Levitt and Stephen J. Dubner is certainly popular. Indeed, my search for something comparable took me back more than 120 years. Even with the uncertainty about what constitutes a best seller, it is clear that the book has reached a huge audience, especially for a book about "economics." As I write this, it has been on the New York Times best-seller list for 46 weeks, and having started on the Publisher's Weekly Hardcover Nonfiction best-seller list in the 12th position on April 25, 2005, it has hovered in the top ten thereafter. Moreover, as reported on the *Freakonomics* web site, the book has garnered a large international audience, and the book is on various "best of" lists. Levitt and Dubner have sought a broad and diverse audience for their collection of stories: Levitt has been on "The 700 Club" (a talk show by conservative businessman and religious broadcaster Pat Robertson) and "The Daily Show with Jon Stewart" (a center-left parody of the news and news reporting) among other places. Both the authors write a column for the New York Times Magazine as well as participate in an active blog (just navigate from the book's web site to the URL where, among other things, they respond to a large number of readers' inquiries). The book comes complete with more than 20(!) pages of references and citations as diverse as a radio talk show caller's unverified claim that her niece was named "Shithead" (pronounced SHUH-teed) as well as Kenneth Arrow's "A Theory of Discrimination" and includes a two-and-a-half page tabulation of average years of mother's education by child's first name. The extensive footnotes should not mislead: *Freakonomics* does not take its subjects very seriously. In *Freakonomics*, Levitt's scholarship and the scholarship of others are put in the service of telling a "good story" rather than the other way around. Indeed, if the many reviews of the book are any guide, many find the book "entertaining" even if they felt that "Levitt's only real message is to encourage confrontational questions" (Berg, 2005). One reviewer found the stories so compelling that he went so far as to suggest that "criticizing *Freakonomics* would be like criticizing a hot fudge sundae" (Landsburg, 2005). <http://www.freakonomics.com>, 2.

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