

SuperFreakonomics: Global Cooling, Patriotic Prostitutes, And Why Suicide Bombers Should Buy Life Insurance

'A HUMDINGER' THE TIMES BIGGER, BETTER AND MORE CONTROVERSIAL, THE INTERNATIONALLY BESTSELLING FREAKQUEL IS HERE IN A SUPER-DELUXE, SUPER-ILLUSTRATED EDITION. Steven Levitt, the original rogue economist, and Stephen Dubner look deeper, question harder and uncover even more hidden truths about our world, from terrorism to shark attacks, cable TV to hurricanes. They ask, among other things- What's a sure-fire way to catch a terrorist? Are people hard-wired for altruism or selfishness? Which cancer does chemotherapy work best for? Why is saving the planet easier than we think? With this illustrated edition, Levitt and Dubner combine their unique analysis and storytelling with an explosion of visual evidence to reveal the world in a bold, new way. Seeing is believing . . .

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 take seriously the proposition that people respond to incentives. In *The Armchair Economist*, Steven E. Landsburg shows how the laws of economics reveal themselves through 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. In 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 see an '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 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 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 pay workers to buy their jobs? Landsburg explains why the obvious answers are wrong, reveals better answers, and illuminates the fundamental laws of human behavior and economics. 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.

Most Christian lifestyle or environmental books focus on how to live in a sustainable and conservational manner. *A CLIMATE FOR CHANGE* shows why Christians should live that way, and the consequences of doing so. Drawing on the two authors' experiences, one as an internationally recognized climate scientist and the other as an evangelist in a growing church, this book explains the science underlying global warming, the impact that human activities have on it, and how our Christian faith should play a significant role in guiding our opinions and actions on this important issue.

The compiler of postsecret.com presents a collection of creatively decorated postcards revealing the sender's provocative secrets.

Global Cooling, Patriotic Prostitutes, and why Suicide Bombers Should Buy Life Insurance

The New (Ab)Normal

Stone's Fall

SuperFreakonomics

Naked Economics: Undressing the Dismal Science (Fully Revised and Updated)

100 Mere Mortal Reviews of Super Freakonomics

...And 131 More Warped Suggestions and Well-Intended Rants

Much has been written about Covid-19 victims, how scientists raced to understand and treat the disease, and how governments did (or did not) protect their citizens. Less has been written about the pandemic's impact on the global economy and how companies coped as the competitive environment was upended. In his new book, *"The New (Ab)Normal"*, MIT Professor Yossi Sheffi maps how the Covid-19 pandemic impacted business, supply chains, and society. He exposes the critical role supply chains play in helping people, governments, and companies to manage the crisis. The book draws on executive interviews, pandemic media coverage, and historical analyses. Sheffi also builds on themes from his books *"The Resilient Enterprise"* (2005) and *"The Power of Resilience"* (2015) to enrich the narrative. The author paints a compelling picture of how the Covid-19 virus is changing many facets of human life and what our post-pandemic world might look like. This must-read book helps companies to redefine their business models and adjust to a fast-evolving economic landscape. The stage is set In Part 1 of the book, "What Happened," the author looks at how companies fought to mend the global economic fabric even as the virus ripped more holes in it. Part 2, "Living with Uncertainty," views the crisis through a supply chain risk management lens derived from Yossi Sheffi's previous books. This perspective shows how companies create corporate immune systems to quickly recognize and manage large-scale disruptions. The ongoing pandemic is creating a new normal in life, work, and education—covered in Part 3, "Adjustment Required." Consumer fears about the contagion as well as government mandates require businesses in industries such as retail, hospitality, entertainment, sports, and education to create "safe zones" for workers and customers. Many elements of the book – especially in Part 4, "Supply Chains for the Future" – show how the virus accelerated preexisting trends in technology adoption. China was the epicenter of the pandemic; it also was the first nation to be disrupted and recover. Part 5 of the book, "Of Politics and Pandemics," explains why reports that companies are abandoning China in favor of other offshore manufacturing centers do not reflect reality. Fundamentally, *The New (Ab)Normal* is about businesses trying to create a better future in a time of extreme uncertainty – a point emphasized in Part 6, "The Next Opportunities." The outlook is not necessarily gloomy. The advance of technology is accelerating, a trend that can level the playing field between small and large companies. Nimble small businesses are using a growing array of off-the-shelf cloud computing and mobile apps to deploy sophisticated technologies in their supply chains and customer interfaces. *The New (Ab)Normal* Another new normal is working from home. Remote working enables individuals to live anywhere and companies to recruit talent from anywhere. Education, especially higher education, faces a major disruption (and major opportunity) that is likely to shake the high-cost model of in-person education in favor of online or hybrid education. Regrettably, the book recognizes one trend accentuated by Covid-19--the growing inequality, and anticipates that the new normal will be more stratified.

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. 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.

A collection of artfully decorated postcards with secrets anonymously written on them by people from all over the world and sent to the founder of PostSecret, a community art project that evolved into a website.

Hangover Wisdom, 100 Thoughts on Super Freakonomics

The Essays of Warren Buffett

How to Change Things When Change Is Hard

The Irresistible Pull of Irrational Behavior

Turn of the Century

The Search for the Original Tree of Knowledge : a Radical History of Plants, Drugs and Human Evolution

A Novel

Solomon a little boy with two belly buttons, discovers that being different can be a good thing.

In this book, we have hand-picked the most sophisticated, unanticipated, absorbing (if not at times crackpot!), original and musing book reviews of "Super Freakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance." Don't say we didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all.

Rising interest in climate change and severe weather phenomena are making meteorology courses more popular than ever--yet this fast-paced, one-semester curriculum is packed with complex physical concepts that can be challenging. In Aguado/Burt's Understanding Weather & Climate, a first-rate textbook and inspired technology tutorials combine to engage students in learning about atmospheric behavior. The authors use everyday occurrences to illustrate meteorology and climatology. Dynamic illustrations from the book come to life in the new fully integrated MyMeteorologyLab website, where students have access to a variety of media and self study resources such as animated tutorials, videos, and satellite loops of atmospheric phenomena. While staying true to the text's rigorous and quantitative approach, the Sixth Edition incorporates the latest new science and issues, new technology and media to help both teach and visualize the toughest topics, with a more learner-centered architecture and design.

The extensively revised and updated edition of Steven Landsburg's hugely popular book, The Armchair Economist--"a delightful compendium of quotidian examples illustrating important economic and financial theories" (The Journal of Finance). In this revised and updated edition of Steven Landsburg's hugely popular book, he applies economic theory to today's most pressing concerns, answering a diverse range of daring questions, such as: Why are seat belts deadly? Why do celebrity endorsements sell products? Why are failed executives paid so much? Who should bear the cost of oil spills? Do government deficits matter? How is workplace safety bad for workers? What's wrong with the local foods movement? Which rich people can't be taxed? Why is rising unemployment sometimes good? Why do women pay more at the dry cleaner? Why is life full of disappointments? Whether these are nagging questions

you've always had, or ones you never even thought to ask, this new edition of The Armchair Economist turns the eternal ideas of economic theory into concrete answers that you can use to navigate the challenges of contemporary life.

A Lifetime of Secrets

Freaks and Friends

Narconomics

A Rogue Sociologist Takes to the Streets

Loose-leaf Version for Microeconomics

Values-based Financial Planning

SuperFreakonomics, Illustrated edition

Like no other text for the intermediate microeconomics course, Goolsbee, Levitt, and Syverson's Microeconomics bridges the gap between today's theory and practice, with a strong empirical dimension that lets students test theory and successfully apply it. With carefully crafted features and vivid examples, Goolsbee, Levitt, and Syverson's text helps answer two critical questions students ask, "Do people and firms really act as theory suggests?" and "How can someone use microeconomics in a practical way?" The authors teach in economics departments and business schools and are active empirical microeconomics researchers. Their grounding in different areas of empirical research allows them to present the evidence developed in the last 20 years that has tested and refined fundamental theories. Their teaching and professional experiences are reflected in an outstanding presentation of theories and applications.

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.

In the third edition of this international best seller, Lawrence Cunningham brings you the latest wisdom from Warren Buffett's annual letters to Berkshire Hathaway shareholders. New material addresses: the financial crisis and its continuing implications for investors, managers and society; the housing bubble at the bottom of that crisis; the debt and derivatives excesses that fueled the crisis and how to deal with them; controlling risk and protecting reputation in corporate governance; Berkshire's acquisition and operation of Burlington Northern Santa Fe; the role of oversight in heavily regulated industries; investment possibilities today; and weaknesses of popular option valuation models. Some other material has been rearranged to deepen the themes and lessons that the collection has always produced: Buffett's "owner-related business principles" are in the prologue as a separate subject and valuation and accounting topics are spread over four instead of two sections and reordered to sharpen their payoff. Media coverage is available at the following links: Interviews/Podcasts: Motley Fool, [click here](#). Money, Riches and Wealth, [click here](#). Manual of Ideas, [click here](#). Corporate Counsel, [click here](#). Reviews: William J. Taylor, ABA Banking Journal, [click here](#). Bob Morris, Blogging on Business, [click here](#). Pamela Holmes, Saturday Evening Post, [click here](#). Kevin M. LaCroix, D&D Diary, [click here](#). Blog Posts: On Finance issues (Columbia University), [click here](#). On Berkshire post-Buffett (Manual of Ideas), [click here](#). On Publishing the book (Value Walk), [click here](#). On Governance issues (Harvard University blog), [click here](#). Featured Stories/Recommended Reading: Motley Fool, [click here](#). Stock Market Blog, [click here](#). Motley Fool Interviews with LAC at Berkshire's 2013 Annual Meeting Berkshire Businesses: Vastly Different, Same DNA, [click here](#). Is Berkshire's Fat Wallet an Enemy to Its Success?, [click here](#). Post-Buffett Berkshire: Same Question, Same Answer, [click here](#). How a Disciplined Value Approach Works Across the Decades, [click here](#). Through the Years: Constant Themes in Buffett's Letters, [click here](#). Buffett's Single Greatest Accomplishment, [click here](#). Where Buffett Is Finding Moats These Days, [click here](#). How Buffett Has Changed Through the Years, [click here](#). Speculating on Buffett's Next Acquisition, [click here](#). Buffett Says "Chief Risk Officers" Are a Terrible Mistake, [click here](#). Berkshire Without Buffett, [click here](#).

A fascinating journey into the hidden psychological influences that derail our decision-making, Sway will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to

advice just because it came from someone “important”? Why are we more likely to fall in love when there’s danger involved? In *Sway*, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, *Sway* reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the “chameleon effect” (our tendency to take on characteristics that have been arbitrarily assigned to us). *Sway* introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world’s most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

The Most Powerful Wealth-Building Strategies Finally Revealed

Random Family

A Catholic Son's Return To His Jewish Family

Think Like A Freak

Pretty in Punk

The Color of Law: A Forgotten History of How Our Government Segregated America

Sway

Whether you're already well-to-do or just beginning to build a nest egg, this book will help you to make smart financial choices based on what's important to you ...

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.

*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.*

*A provocative and lively exploration of the increasingly important world of macroeconomics, by the author of the bestselling *The Undercover Economist*. Thanks to the worldwide financial upheaval, economics is no longer a topic we can ignore. From politicians to hedge fund managers to middle-class IRA holders, everyone must pay attention to how and why the global economy works the way it does. Enter *Financial Times* columnist and bestselling author Tim Harford. In this new book that demystifies macroeconomics, Harford strips away the spin, the hype, and the jargon to reveal the truth about how the world's economy actually works. With the wit of a raconteur and the clear grasp of an expert, Harford explains what's really happening beyond today's headlines, why all of us should care, and what we can do about it to understand it better.*

My Secret

The Armchair Economist

The Banker's Code

Economics of Small Things

Global Warming Facts for Faith-Based Decisions

Girls' Gender Resistance in a Boys' Subculture

Why the Future of Business Is Selling Less of More

New York Times Bestseller • Finalist for the 2018 National Book Critics Circle Award in Nonfiction • A New York Times Notable Book • Bloomberg Best Book of 2018 “Their distinctive contribution to the higher-education debate is to meet safetyism on its own, psychological turf . . . Lukianoff and Haidt tell us that safetyism undermines the freedom of inquiry and speech that are indispensable to universities.” —Jonathan Marks, Commentary “The remedies the book outlines should be considered on college campuses, among parents of current and future students, and by anyone longing for a more sane society.” —Pittsburgh Post-Gazette Something has been going wrong on many college campuses in the last few years. Speakers are shouted down. Students and professors say they are walking on eggshells and are afraid to speak honestly. Rates of anxiety, depression, and suicide are rising—on campus as well as nationally. How did this happen? First Amendment expert Greg Lukianoff and social psychologist Jonathan Haidt show how the new problems on campus have their origins in three terrible ideas that have become increasingly woven into American childhood and education: What doesn’t kill you makes you weaker; always trust your feelings; and life is a battle between good people and evil people. These three Great Untruths contradict basic psychological principles about well-being and ancient wisdom from many cultures. Embracing these untruths—and the resulting culture of safetyism—interferes with young people’s social, emotional, and intellectual development. It makes it harder for them to become autonomous adults who are able to navigate the bumpy road of life. Lukianoff and Haidt investigate the many social trends that have intersected to promote the spread of these untruths. They explore changes in childhood such as the rise of fearful parenting, the decline of unsupervised, child-directed play, and the new world of social media that has engulfed teenagers in the last decade. They examine changes on campus, including the corporatization of universities and the emergence of new ideas about identity and justice. They situate the conflicts on campus within the context of America’s rapidly rising political polarization and dysfunction. This is a book for anyone who is confused by what is happening on college campuses today, or has children, or is concerned about the growing inability of Americans to live, work, and cooperate across party lines.

New York Times Bestseller • Notable Book of the Year • Editors' Choice Selection One of Bill Gates' “Amazing Books” of the Year One of Publishers Weekly's 10 Best Books of the Year Longlisted for the National Book Award for Nonfiction An NPR Best Book of the Year Winner of the Hillman Prize for Nonfiction Gold Winner • California Book Award (Nonfiction) Finalist • Los Angeles Times Book Prize (History) Finalist • Brooklyn Public Library Literary Prize This “powerful and disturbing history” exposes how American governments deliberately imposed racial segregation on metropolitan areas nationwide (New York Times Book Review). Widely heralded as a “masterful” (Washington Post) and “essential” (Slate) history of the modern American metropolis, Richard Rothstein’s *The Color of Law* offers “the most forceful argument ever published on how federal, state, and local governments gave rise to and reinforced neighborhood segregation” (William Julius Wilson). Exploding the myth of de facto segregation arising from private prejudice or the unintended consequences of economic forces, Rothstein describes how the American government systematically imposed residential segregation: with undisguised racial zoning; public housing that purposefully segregated previously mixed communities; subsidies for builders to create whites-only suburbs; tax exemptions for institutions that enforced segregation; and support for violent resistance to African Americans in white neighborhoods. A groundbreaking, “virtually indispensable” study that has already transformed our understanding of twentieth-century urban history (Chicago Daily Observer), *The Color of Law* forces us to face the obligation to remedy our unconstitutional past.

At his London home, John Stone falls out of a window to his death. A financier and arms dealer, Stone was a man so wealthy that he was able to manipulate markets, industries, and indeed entire countries and continents. Did he jump, was he pushed, or was it merely a tragic accident? His alluring and enigmatic widow hires a young crime reporter to investigate. The story moves backward in time—from London in 1909 to Paris in 1890 and finally to Venice in 1867—and the attempts to uncover the truth play out against the backdrop of the evolution of high-stakes international finance, Europe’s first great age of espionage, and the start of the twentieth century’s arms race. *Stone’s Fall* is a tale of love and frailty, as much as it is of high finance and skulduggery. The mixture, then, as now, is an often fatal combination.

This New York Times bestseller intimately depicts urban life in a gripping book that slips behind cold statistics and sensationalism to reveal the true sagas lurking behind the headlines of gangsta glamour. In her extraordinary bestseller, Adrian Nicole LeBlanc immerses readers in the intricacies of the ghetto, revealing the true sagas lurking behind the headlines of gangsta glamour, gold-drenched drug dealers, and street-corner society. Focusing on two romances—Jessica’s dizzying infatuation with a hugely successful young heroin dealer, Boy George, and Coco’s first love with Jessica’s little brother, Cesar—*Random Family* is the story of young people trying to outrun their destinies. Jessica and Boy George ride the wild adventure between riches and ruin, while Coco and Cesar stick closer to the street, all four caught in a precarious dance between survival and death. Friends get murdered; the DEA and FBI investigate Boy George; Cesar becomes a fugitive; Jessica and Coco endure homelessness, betrayal, the heartbreaking separation of prison, and, throughout it all, the insidious damage of poverty. Charting the tumultuous cycle of the generations—as girls become mothers, boys become criminals, and hope struggles against deprivation—LeBlanc slips behind the cold statistics and sensationalism and comes back with a riveting, haunting, and true story.

A Climate for Change

Switch

The Boy with Two Belly Buttons

The Undercover Economist Strikes Back

Food of the Gods

How Good Intentions and Bad Ideas Are Setting Up a Generation for Failure

The Long Tail

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.

Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives? The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems - the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort - but if it is overcome, change can come quickly. In *Switch*, the Heaths show how everyday people - employees and managers, parents and nurses - have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

What drug lords learned from big business How does a budding cartel boss succeed (and survive) in the 300 billion illegal drug business? By learning from the best, of course. From creating brand value to fine-tuning customer service, the folks running cartels have been attentive students of the strategy and tactics used by corporations such as Walmart, McDonald's, and Coca-Cola. And what can government learn to combat this scourge? By analyzing the cartels as companies, law enforcers might better understand how they work—and stop throwing away 100 billion a year in a futile effort to win the “ war ” against this global, highly organized business. Your intrepid guide to the most exotic and brutal industry on earth is Tom Wainwright. Picking his way through Andean cocaine fields, Central American prisons, Colorado pot shops, and the online drug dens of the Dark Web, Wainwright provides a fresh, innovative look into the drug trade and its 250 million customers. The cast of characters includes “ Bin Laden, ” the Bolivian coca guide; “ Old Lin, ” the Salvadoran gang leader; “ Starboy, ” the millionaire New Zealand pill maker; and a cozy Mexican grandmother who cooks blueberry pancakes while plotting murder. Along with presidents, cops, and teenage hitmen, they explain such matters as the business purpose for head-to-toe tattoos, how gangs decide whether to compete or collude, and why cartels care a surprising amount about corporate social responsibility. More than just an investigation of how drug cartels do business, *Narconomics* is also a blueprint for how to defeat them.

The son of Catholic converts from Judaism chronicles his own return to the Jewish faith after being raised as an altar boy and a devout Christian. Reprint.

Reshaping Business and Supply Chain Strategy Beyond Covid-19

Global Cooling, Patriotic Prostitutes and Why Suicide Bombers Should Buy Life Insurance

Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance

Gang Leader for a Day

Super Freakonomics

The Armchair Economist (revised and updated May 2012)

Lessons for Corporate America (Third Edition)

The Banker's Code is the story of a brilliant scientist and thinker who shares with the author - and with you - incredible financial secrets passed down through generations. It's a story that chronicles the most powerful wealth-building strategies known to man, lessons that are the basis of banking. You'll be introduced to a whole new way of building wealth that some of the wealthiest families in the world have used, and are still using. Be the banker! "George Antone is the one financial author that has the unique ability to sift through massive technical information and present the reader with lapidary nuggets of wealth-building wisdom.

A journey to some of the Earth's most endangered people in the remote Upper Amazon...a look at the rituals of the Bwiti cults of Gabon and Zaire...a field watch on the eating habits of 'stoned' apes and chimpanzees - these adventures are all a part of ethnobotanist Terence McKenna's extraordinary quest to discover the fruit of the Tree of Knowledge. He wonders why, as a species, we are so fascinated by altered states of consciousness. Can they reveal something about our origins as human beings and our place in nature? As an odyssey of mind, body and spirit, *Food of the Gods* is one of the most fascinating and surprising histories of consciousness ever written. And as a daring work of scholarship and exploration, it offers an inspiring vision for individual fulfillment and a humane basis for our interaction with each other and with the natural world.

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 the

Freakonomics website. 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.

Why are all the good mangoes exported from India? Why should we pay our house help more? Why do we hesitate to reach out for that last piece of cake in a gathering? Are more choices really better? Why do many of us offer a prayer but are reluctant to wear a seatbelt while driving? Are Indians hardwired to get grumpy at a peer's success? What's common between a box of cereal and your résumé? Can economics answer all these questions and more? According to Dr Sudipta Sarangi, the answer is yes. In *The Economics of Small Things*, Sarangi using a range of everyday objects and common experiences like bringing about lasting societal change through Facebook to historically momentous episodes like the shutting down of telegram services in India offers crisp, easy-to-understand lessons in economics. The book studies the development of familiar cultural practices from India and around the world and links the regular to the esoteric and explains everything from Game Theory to the Cobra Effect without depending on graphs or equations—a modern-day miracle! Through disarmingly simple prose, the book demystifies economic theories, offers delightful insights, and provides nuance without jargon. Each chapter of this book will give you the tools to meaningfully engage with a subject that has long been considered alienating but is unavoidable in its relevance.

Love, Drugs, Trouble, and Coming of Age in the Bronx

The Coddling of the American Mind

Economics & Everyday Life

When to Rob a Bank

Confessions of a Hero-Worshiper

Understanding Weather and Climate

Turbulent Souls:

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

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. *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.

A New York Times Bestseller "A rich portrait of the urban poor, drawn not from statistics but from vivid tales of their lives and his, and how they intertwined." —*The Economist* "A sensitive, sympathetic, unpatronizing portrayal of lives that are ususally ignored or lumped into ill-defined stereotype." —*Financial Times* Foreword by Stephen J. Dubner, coauthor of *Freakonomics* When first-year graduate student Sudhir Venkatesh walked into an abandoned building in one of Chicago's most notorious housing projects, he hoped to find a few people willing to take a multiple-choice survey on urban poverty—and impress his professors with his boldness. He never imagined that as a result of this assignment he would befriend a gang leader named JT and spend the better part of a decade embedded inside the projects under JT's protection. From a privileged position of unprecedented access, Venkatesh observed JT and the rest of his gang as they operated their crack-selling business, made peace with their neighbors, evaded the law, and rose up or fell within the ranks of the gang's complex hierarchical structure. Examining the morally ambiguous, highly intricate, and often corrupt struggle to survive in an urban war zone, *Gang Leader for a Day* also tells the story of the complicated friendship that develops between Venkatesh and JT—two young and ambitious men a universe apart. Sudhir Venkatesh's latest book *Floating City: A Rogue Sociologist Lost and Found in New York's Underground Economy*—a memoir of sociological investigation revealing the true face of America's most diverse city—is also published by Penguin Press.

The Art of Creating an Inspiring Financial Strategy

How to Run a Drug Cartel

Illustrated Superfreakonomics

Superfreakonomics

Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance , From

How to Run--or Ruin--an Economy

A PostSecret Book

Seeks to provide an engaging and comprehensive primer to economics that explains key concepts without technical jargon and using common-sense examples.

Discusses how young women use the punk subculture for empowerment and self-identification, constructing their own version of femininity from the ingredients of the style. The book is based in part on the author's own reminiscence of a punk girlhood, as well as interviews with 40 punk girls and women between the ages of 14 and 37 in a handful of cities throughout North America.

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Shakespeare Would Cry