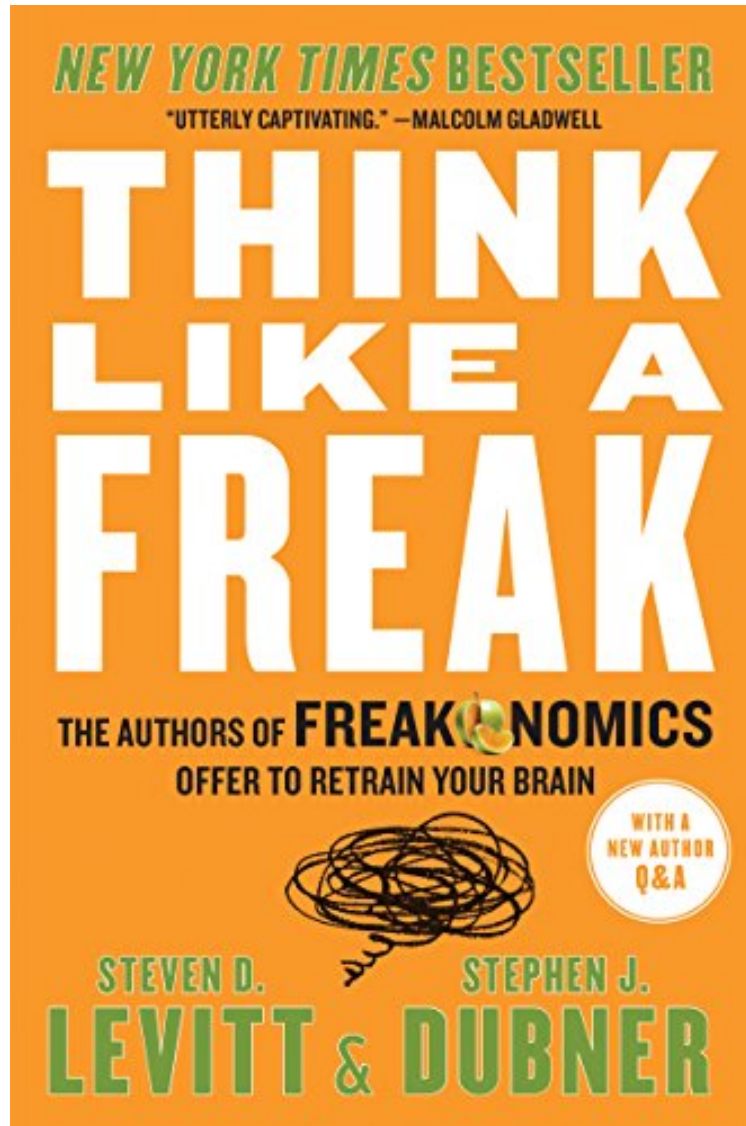


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Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain

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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 gauge 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:

317 of 332 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.

The New York Times bestselling Freakonomics changed the way we see the world, exposing the hidden side of just about everything. Then came SuperFreakonomics, a documentary film, an award-winning podcast, and more. Now, with Think Like a Freak, Steven D. Levitt and Stephen J. Dubner have written their most revolutionary book yet. With their trademark blend of captivating storytelling and unconventional analysis, they take us inside their thought process and 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. Some of the steps toward thinking like a Freak: First, put away your moral compass; because it's hard to see a problem clearly if you've already decided what to do about it. Learn to say "I don't know"; for until you can admit what you don't yet know, it's virtually impossible to learn what you need to. Think like a child; because you'll come up with better ideas and ask better questions. Take a master class in incentives; because for better or worse, incentives rule our world. Learn to persuade people who don't want to be persuaded; because being right is rarely enough to carry the day. Learn to appreciate the upside of quitting; because you can't solve tomorrow's problem if you aren't willing to abandon today's dud. 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.

.com Malcolm Gladwell