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The Signal and the Noise - Nate Silver 2015-02-03
UPDATED FOR 2020 WITH A NEW PREFACE BY NATE SILVER "One of the more momentous books of the decade." —The New York Times Book Review Nate Silver built an innovative system for predicting baseball performance, predicted the 2008 election within a hair's breadth, and became a national sensation as a blogger—all by the time he was thirty. He solidified his standing as the nation's foremost political forecaster with his near perfect prediction of the 2012 election. Silver is the founder and editor in chief of the website FiveThirtyEight. Drawing on his own groundbreaking work, Silver examines the world of prediction, investigating how we can distinguish a true signal from a universe of noisy data. Most predictions fail, often at great cost to society, because most of us have a poor understanding of probability and uncertainty. Both experts and laypeople mistake more confident predictions for more accurate ones. But overconfidence is often the reason for failure. If our appreciation of uncertainty improves, our predictions can get better too. This is the "prediction paradox": The more humility we have about our ability to make predictions, the more successful we can be in planning for the future. In keeping with his own aim to seek truth from data, Silver visits the most successful forecasters in a range of areas, from hurricanes to baseball to global pandemics, from the poker table to the stock market, from Capitol Hill to the NBA. He explains and evaluates how these forecasters think and what bonds they share. What lies behind their success? Are they good—or just lucky? What patterns have they unraveled? And are their forecasts really right? He explores unanticipated commonalities and exposes unexpected juxtapositions. And sometimes, it is not so much how good a prediction is in an absolute sense that matters but how good it is relative to the competition. In other cases, prediction is still a very rudimentary—and dangerous—science. Silver observes that the most accurate forecasters tend to have a superior command of probability, and they tend to be both humble and hardworking. They distinguish the predictable from the unpredictable, and they notice a thousand little details that lead them closer to the truth. Because of their appreciation of probability, they can distinguish the signal from the noise. With everything from the health of the global economy to our ability to fight terrorism dependent on the quality of our predictions, Nate Silver's insights are an essential read.

The Boy with Two Belly Buttons - Stephen J. Dubner 2007-09-25
Solomon a little boy with two belly buttons, discovers that being different can be a good thing.

Economics in One Lesson - Henry Hazlitt 2010-08-11
With over a million copies sold, Economics in One Lesson is an essential guide to the basics of economic theory. A fundamental influence on modern libertarianism, Hazlitt defends capitalism and the free market from economic myths that persist to this day. Considered among the leading economic thinkers of the "Austrian School," which includes Carl Menger, Ludwig von Mises, Friedrich (F.A.) Hayek, and others, Henry Hazlitt (1894-1993), was a libertarian philosopher, an economist, and a journalist. He was the founding vice-president of the Foundation for Economic Education and an early editor of The Freeman magazine, an influential libertarian publication. Hazlitt wrote Economics in One Lesson, his seminal work, in 1946. Concise and instructive, it is also deceptively prescient and far-reaching in its efforts to dissemble economic fallacies that are so prevalent they have almost become a new orthodoxy. Economic commentators across the political spectrum have credited Hazlitt with foreseeing the collapse of the global economy which occurred more than 50 years after the initial publication of Economics in One Lesson. Hazlitt's focus on non-governmental solutions, strong — and strongly reasoned — anti-deficit position, and general emphasis on free markets, economic liberty of individuals, and the dangers of government intervention make Economics in One Lesson every bit as relevant and valuable today as it has been since publication.

Factfulness - Hans Rosling 2018-04-03
INSTANT NEW YORK TIMES BESTSELLER "One of the most important books I've ever read—an indispensable guide to thinking clearly about the world." – Bill Gates "Hans Rosling tells the story of 'the secret silent miracle of human progress' as only he can. But Factfulness does much more than that. It also explains why progress is so often secret and silent and teaches readers how to see it clearly." —Melinda Gates "Factfulness by Hans Rosling, an outstanding international public health expert, is a hopeful book about the potential for human progress when we work off facts rather than our inherent biases." - Former U.S. President Barack Obama Factfulness: The stress-reducing habit of only carrying opinions for which you have strong supporting facts. When asked simple questions about global trends—what percentage of the world's population live in poverty; why the world's population is increasing; how many girls finish school—we systematically get the answers wrong. So wrong that a chimpanzee choosing answers at random will consistently outguess teachers, journalists, Nobel laureates, and investment bankers. In Factfulness, Professor of International Health and global TED phenomenon Hans Rosling, together with his two long-time collaborators, Anna and Ola, offers a radical new explanation of why this happens. They reveal the ten instincts that distort our perspective—from our tendency to divide the world into two camps (usually some version of us and them) to the way we consume media (where fear rules) to how we perceive progress (believing that most things are getting worse). Our problem is that we don't know what we don't know, and even our guesses are informed by unconscious and predictable biases. It turns out that the world, for all its imperfections, is in a much better state than we might think. That doesn't mean there aren't real concerns. But when we worry about everything all the time instead of embracing a worldview based on facts, we can lose our ability to focus on the things that threaten us most. Inspiring and revelatory, filled with lively anecdotes and moving stories, Factfulness is an urgent and essential book that will change the way you see the world and empower you to respond to the crises and opportunities of the future. --- "This book is my last battle in my life-long mission to fight devastating ignorance...Previously I armed myself with huge data sets, eye-opening software, an energetic learning style and a Swedish bayonet for sword-swallowing. It wasn't enough. But I hope this book will be." Hans Rosling, February 2017.

Freakonomics - Steven D. Levitt 2005
"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.

Scorecasting - Tobias Moskowitz 2012-01-17
In Scorecasting, University of Chicago behavioral economist Tobias Moskowitz teams up with veteran Sports Illustrated writer L. Jon Wertheim to overturn some of the most cherished truisms of sports, and reveal the hidden forces that shape how basketball, baseball, football, and hockey games are played, won and lost. Drawing from Moskowitz's original research, as well as studies from fellow economists such as bestselling author Richard Thaler, the authors look at: the influence home-field advantage has on the outcomes of games in all sports and why it exists; the surprising truth about the universally accepted axiom that defense wins championships; the subtle biases that umpires exhibit in calling balls and strikes in key situations; the unintended consequences of referees' tendencies in every sport to "swallow the whistle," and more. Among the insights that Scorecasting reveals: • Why Tiger Woods is prone to the same mistake in high-pressure putting situations that you and I are • Why professional teams routinely overvalue draft picks • The myth of momentum or the "hot hand" in sports, and why so many fans, coaches, and broadcasters fervently subscribe to it • Why NFL coaches

rarely go for a first down on fourth-down situations--even when their reluctance to do so reduces their chances of winning. In an engaging narrative that takes us from the putting greens of Augusta to the grid iron of a small parochial high school in Arkansas, Scorecasting will forever change how you view the game, whatever your favorite sport might be.

The Subprime Solution - Robert J. Shiller 2012-09-24
A best-selling economist reveals the origins of the subprime mortgage crisis and puts forward bold measures to resolve it by restructuring the institutional foundations of the financial system in a thoughtful study by the author of Irrational Exuberance. First serial, The Atlantic.

Predictive Marketing - Omer Artun 2015-08-06
Make personalized marketing a reality with this practical guide to predictive analytics Predictive Marketing is a predictive analytics primer for organizations large and small, offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing, and this book provides a blueprint for navigating the transition from creative- to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You'll learn how to use machine-learning technologies to improve customer acquisition and customer growth, and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Much more than just theory and testament to the power of personalized marketing, this book focuses on action, helping you understand and actually begin using this revolutionary approach to the customer experience. Predictive analytics can finally make personalized marketing a reality. For the first time, predictive marketing is accessible to all marketers, not just those at large corporations — in fact, many smaller organizations are leapfrogging their larger counterparts with innovative programs. This book shows you how to bring predictive analytics to your organization, with actionable guidance that get you started today. Implement predictive marketing at any size organization Deliver a more personalized marketing experience Automate predictive analytics with machine learning technology Base marketing decisions on concrete data rather than unproven ideas Marketers have long been talking about delivering personalized experiences across channels. All marketers want to deliver happiness, but most still employ a one-size-fits-all approach. Predictive Marketing provides the information and insight you need to lift your organization out of the campaign rut and into the rarefied atmosphere of a truly personalized customer experience.

Confessions of a Hero-Worshiper - Stephen J. Dubner 2009-10-13
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.

Microeconomics - Austan Goolsbee 2013
'Microeconomics' bridges the gap between theory and practice. It has an empirical dimension that makes the subject relevant and useful to students. With carefully crafted features that offer unusual perspectives on the seemingly ordinary, this text helps students to move beyond basic principles to successfully apply economic analysis.

Home Game: An Accidental Guide to Fatherhood - Michael Lewis 2010-06-07
The New York Times bestseller: "Hilarious. No mushy tribute to the joys of fatherhood, Lewis' book addresses the good, the bad, and the merely baffling about having kids."—Boston Globe When Michael Lewis became a father, he decided to keep a written record of what actually happened immediately after the birth of each of his three children. This book is that record. But it is also something else: maybe the funniest, most unsparing account of ordinary daily household life ever recorded, from the point of view of the man inside. The remarkable thing about this story isn't that Lewis is so unusual. It's that he is so typical. The only wonder is that his wife has allowed him to publish it.

Weapons of Math Destruction - Cathy O'Neil 2017-09-05
NEW YORK TIMES BESTSELLER • A former Wall Street quant sounds the alarm on Big Data and the mathematical models that threaten to rip apart our social fabric—with a new afterword "A manual for the twenty-first-century citizen . . . relevant and urgent."—Financial Times NATIONAL BOOK AWARD LONGLIST • NAMED ONE OF THE BEST BOOKS OF THE YEAR BY The New York Times Book Review • The Boston Globe • Wired • Fortune • Kirkus Reviews • The Guardian • Nature • On Point We live in the age of the algorithm. Increasingly, the decisions that affect our lives—where we go to school, whether we can get a job or a loan, how much we pay for health insurance—are being made not by humans, but by machines. In theory, this should lead to greater fairness: Everyone is judged according to the same rules. But as mathematician and data scientist Cathy O'Neil reveals, the mathematical models being used today are unregulated and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination—propping up the lucky, punishing the downtrodden, and undermining our democracy in the process. Welcome to the dark side of Big Data.

Think Like a Freak - Steven D. Levitt 2014-05-13
From the rule-breaking authors of international bestsellers Freakonomics and Superfreakonomics, this is the ultimate guide to how to Think Like a Freak The Freakonomics books have come to stand for something: challenging conventional wisdom; using data rather than emotion to answer questions; and learning to unravel the world's secret codes. Now Levitt and Dubner have gathered up what they have learned and turned it into a readable and practical toolkit for thinking differently - thinking, that is, like a Freak. Whether you are interested in the best way to improve your odds in penalty kicks, or in major global reforms, here is a blueprint for an entirely new way to solve problems. Along the way, you'll learn how the techniques of a Japanese hot-dog-eating champion can help you, the reason an Australian doctor swallowed a batch of dangerous bacteria, why Nigerian e-mail scammers make a point of saying they're from Nigeria, and why Van Halen's demanding tour contract banning brown M&Ms was really a safety measure. You'll learn why sometimes it's best to put away your moral compass, and smarter to think like a child. You will be given a master class in incentives-because for better or worse, incentives rule our world. And you will learn to quit before you fail, because you can't solve tomorrow's problem if you aren't willing to abandon today's dud. Levitt and Dubner 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.

The Armchair Economist - Steven E. Landsburg 2012-05-10
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.

Why Nations Fail - Daron Acemoglu 2013-09-17
Brilliant and engagingly written, Why Nations Fail answers the question that has stumped the experts for centuries: Why are some nations rich and others poor, divided by wealth and poverty, health and sickness, food and famine? Is it culture, the weather, geography? Perhaps ignorance of what the right policies are? Simply, no. None of these factors is either definitive or destiny. Otherwise, how to explain why Botswana has become one of the fastest growing countries in the world, while other African nations, such as Zimbabwe, the Congo, and Sierra Leone, are mired in poverty and violence? Daron Acemoglu and James Robinson conclusively show that it is man-made political and economic institutions that underlie economic success (or lack of it). Korea, to take just one of their fascinating examples, is a remarkably homogeneous nation, yet the

people of North Korea are among the poorest on earth while their brothers and sisters in South Korea are among the richest. The south forged a society that created incentives, rewarded innovation, and allowed everyone to participate in economic opportunities. The economic success thus spurred was sustained because the government became accountable and responsive to citizens and the great mass of people. Sadly, the people of the north have endured decades of famine, political repression, and very different economic institutions—with no end in sight. The differences between the Koreas is due to the politics that created these completely different institutional trajectories. Based on fifteen years of original research Acemoglu and Robinson marshall extraordinary historical evidence from the Roman Empire, the Mayan city-states, medieval Venice, the Soviet Union, Latin America, England, Europe, the United States, and Africa to build a new theory of political economy with great relevance for the big questions of today, including: - China has built an authoritarian growth machine. Will it continue to grow at such high speed and overwhelm the West? - Are America's best days behind it? Are we moving from a virtuous circle in which efforts by elites to aggrandize power are resisted to a vicious one that enriches and empowers a small minority? - What is the most effective way to help move billions of people from the rut of poverty to prosperity? More philanthropy from the wealthy nations of the West? Or learning the hard-won lessons of Acemoglu and Robinson's breakthrough ideas on the interplay between inclusive political and economic institutions? Why Nations Fail will change the way you look at—and understand—the world.

The Logic of Life - Tim Harford 2009-02-24
In The Logic of Life, bestselling author Tim Harford quite simply makes sense of this world. Life often seems to defy logic. The receptionist is clearly smarter than the boss who earns fifty times her salary. Arbitrary lines starkly divide the desirable districts of the city from the dangerous ones. Voters flock to the polling booths to elect candidates who'll rip them off to favour special interests. None of it makes logical sense — or does it? Economist and acclaimed author Tim Harford thinks it does. By weaving stories from locations as diverse as a Vegas casino to a barroom speed date, Harford aims to persuade you that people are, in fact, surprisingly logical. When a street prostitute agrees to unprotected sex, or a teenage criminal embarks on a burglary — perhaps especially when a racist employer disregards a black job applicant — we would seem to be a million miles from rational behaviour. Harford shows that, discomfitingly, we are not. It turns out that the unlikeliest of people are complying with the logic of economics and responding to future costs and benefits, often without realizing it; and socially tragic outcomes can have their roots in individually rational decisions. Brilliantly reasoned, always entertaining and often provocative, The Logic of Life is a book to help you understand yourself and the world around you.

The Undercover Economist - Tim Harford 2007-01-30
"The economy [isn't] a bunch of rather dull statistics with names like GDP (gross domestic product)," notes Tim Harford, columnist and regular guest on NPR's Marketplace, "economics is about who gets what and why." In this acclaimed and riveting book–part exposé, part user's manual–the astute and entertaining columnist from the Financial Times demystifies the ways in which money works in the world. From why the coffee in your cup costs so much to why efficiency is not necessarily the answer to ensuring a fair society, from improving health care to curing crosstown traffic–all the dirty little secrets of dollars and cents are delightfully revealed by The Undercover Economist. "A rare specimen: a book on economics that will enthrall its readers . . . It brings the power of economics to life." –Steven D. Levitt, coauthor of Freakonomics "A playful guide to the economics of everyday life, and as such is something of an elder sibling to Steven Levitt's wild child, the hugely successful Freakonomics." –The Economist "A tour de force . . . If you need to be convinced of the everrelevant and fascinating nature of economics, read this insightful and witty book." –Jagdish Bhagwati, author of In Defense of Globalization "This is a book to savor." –The New York Times "Harford writes like a dream. From his book I found out why there's a Starbucks on every corner [and] how not to get duped in an auction. Reading The Undercover Economist is like spending an ordinary day wearing X-ray goggles." –David Bodanis, author of Electric Universe "Much wit and wisdom." –The Houston Chronicle From Publishers Weekly Nattily packaged-the cover sports a Roy Lichtensteinesque image of an economist in Dick Tracy garb-and cleverly written, this book applies basic economic theory to such modern phenomena as Starbucks' pricing system and Microsoft's stock values. While the concepts explored are those encountered in Microeconomics 101, Harford gracefully explains

abstruse ideas like pricing along the demand curve and game theory using real world examples without relying on graphs or jargon. The book addresses free market economic theory, but Harford is not a complete apologist for capitalism; he shows how companies from Amazon.com to Whole Foods to Starbucks have gouged consumers through guerrilla pricing techniques and explains the high rents in London (it has more to do with agriculture than one might think). Harford comes down soft on Chinese sweatshops, acknowledging "conditions in factories are terrible," but "sweatshops are better than the horrors that came before them, and a step on the road to something better." Perhaps, but Harford doesn't question whether communism or a capitalist-style industrial revolution are the only two choices available in modern economies. That aside, the book is unequaled in its accessibility and ability to show how free market economic forces affect readers' day-to-day. From Bookmarks Magazine Harford exposes the dark underbelly of capitalism in Undercover Economist. Compared with Steven Levitt's and Stephen J. Dubner's popular Freakonomics (*** July/Aug 2005), the book uses simple, playful examples (written in plain English) to elucidate complex economic theories. Critics agree that the book will grip readers interested in understanding free-market forces but disagree about Harford's approach. Some thought the author mastered the small ideas while keeping in sight the larger context of globalization; others faulted Harford for failing to criticize certain economic theories and to ground his arguments in political, organizational structures. Either way, his case studies—some entertaining, others indicative of times to come—will make you think twice about that cup of coffee.

Freakonomics - Steven D. Levitt 2005-05
The author offers his view of how the economy really works, examining issues from cheating and crime to sports and child-rearing, offering a very different view on what drives the economy.

Turbulent Souls: - Stephen J. Dubner 1999-10-01
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.

What Money Can't Buy - Michael J. Sandel 2012-04-24
Should we pay children to read books or to get good grades? Should we allow corporations to pay for the right to pollute the atmosphere? Is it ethical to pay people to test risky new drugs or to donate their organs? What about hiring mercenaries to fight our wars? Auctioning admission to elite universities? Selling citizenship to immigrants willing to pay? In What Money Can't Buy, Michael J. Sandel takes on one of the biggest ethical questions of our time: Is there something wrong with a world in which everything is for sale? If so, how can we prevent market values from reaching into spheres of life where they don't belong? What are the moral limits of markets? In recent decades, market values have crowded out nonmarket norms in almost every aspect of life—medicine, education, government, law, art, sports, even family life and personal relations. Without quite realizing it, Sandel argues, we have drifted from having a market economy to being a market society. Is this where we want to be?In his New York Times bestseller Justice, Sandel showed himself to be a master at illuminating, with clarity and verve, the hard moral questions we confront in our everyday lives. Now, in What Money Can't Buy, he provokes an essential discussion that we, in our market-driven age, need to have: What is the proper role of markets in a democratic society—and how can we protect the moral and civic goods that markets don't honor and that money can't buy?

The Voltage Effect - John A. List 2022-02-01
NATIONAL BESTSELLER • A leading economist answers one of today's trickiest questions: Why do some great ideas make it big while others fail to take off? "Brilliant, practical, and grounded in the very latest research, this is by far the best book I've ever read on the how and why of scaling."—Angela Duckworth, CEO of Character Lab and New York Times bestselling author of Grit ONE OF THE MOST ANTICIPATED BOOKS OF 2022—Men's Journal "Scale" has become a favored buzzword in the startup world. But scale isn't just about accumulating more users or capturing more market share. It's about whether an idea that takes hold in a small group can do the same in a much larger one—whether you're growing a small business, rolling out a diversity and inclusion program, or delivering billions of doses of a vaccine. Translating an idea into widespread impact, says University of Chicago economist John A. List, depends on one thing only: whether it can achieve "high voltage"—the ability to be replicated at scale. In The Voltage Effect, List explains that scalable ideas share a common set of attributes, while any

number of attributes can doom an unscalable idea. Drawing on his original research, as well as fascinating examples from the realms of business, policymaking, education, and public health, he identifies five measurable vital signs that a scalable idea must possess, and offers proven strategies for avoiding voltage drops and engineering voltage gains. You'll learn: • How celebrity chef Jamie Oliver expanded his restaurant empire by focusing on scalable "ingredients" (until it collapsed because talent doesn't scale) • Why the failure to detect false positives early on caused the Reagan-era drug-prevention program to backfire at scale • How governments could deliver more services to more citizens if they focused on the last dollar spent • How one education center leveraged positive spillovers to narrow the achievement gap across the entire community • Why the right set of incentives, applied at scale, can boost voter turnout, increase clean energy use, encourage patients to consistently take their prescribed medication, and more. By understanding the science of scaling, we can drive change in our schools, workplaces, communities, and society at large. Because a better world can only be built at scale.

Rule Makers, Rule Breakers - Michele Gelfand 2019-08-20
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.

Predictive Analytics - Eric Siegel 2016-01-20
"Mesmerizing & fascinating..." —The Seattle Post-Intelligencer "The Freakonomics of big data." —Stein Kretsinger, founding executive of Advertising.com Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a "how to" for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data embodies an extraordinary wealth of experience from which to learn. Predictive analytics(aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd, Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it — get a handle on the power of Predictive Analytics.

The Meritocracy Trap - Daniel Markovits 2020-09-08
A revolutionary new argument from eminent Yale Law professor Daniel Markovits attacking the false promise of meritocracy It is an axiom of American life that advantage should be earned through ability and effort. Even as the country divides itself at every turn, the meritocratic ideal – that social and economic rewards should follow achievement rather than breeding – reigns supreme. Both Democrats and Republicans insistently repeat meritocratic notions. Meritocracy cuts to the heart of who we are. It sustains the American dream. But what if, both up and down the social ladder, meritocracy is a sham? Today, meritocracy has become exactly what it was conceived to resist: a mechanism for the concentration and dynastic transmission of wealth and privilege across generations. Upward mobility has become a fantasy, and the embattled middle classes are now more likely to sink into the working poor than to rise into the professional elite. At the same time, meritocracy now ensnares even those who manage to claw their way to the top, requiring rich adults to work with crushing intensity, exploiting their expensive educations in order to extract a return. All this is not the result of deviations or retreats from meritocracy but rather stems directly from meritocracy's successes. This is the radical argument that Daniel Markovits prosecutes with rare force. Markovits is well placed to expose the sham of meritocracy. Having spent his life at elite universities, he knows from the inside the corrosive system we are trapped within. Markovits also knows that, if we understand that meritocratic inequality produces near-universal harm, we can cure it. When The Meritocracy Trap reveals the inner workings of the meritocratic machine, it also illuminates the first steps outward, towards a new world that might once again afford dignity and prosperity to the American people.

Economics: The User's Guide - Ha-Joon Chang 2014-08-26
From the internationally bestselling author and prizewinning economist-- a highly original guide to the global economy. In his bestselling 23 Things They Don't Tell You About Capitalism, Cambridge economist Ha-Joon Chang brilliantly debunked many of the predominant myths of neoclassical economics. Now, in an entertaining and accessible primer, he explains how the global economy actually works-in real-world terms. Writing with irreverent wit, a deep knowledge of history, and a disregard for conventional economic pieties, Chang offers insights that will never be found in the textbooks. Unlike many economists, who present only one view of their discipline, Chang introduces a wide range of economic theories, from classical to Keynesian, revealing how each has its strengths and weaknesses, and why there is no one way to explain economic behavior. Instead, by ignoring the received wisdom and exposing the myriad forces that shape our financial world, Chang gives us the tools we need to understand our increasingly global and interconnected world often driven by economics. From the future of the Euro, inequality in China, or the condition of the American manufacturing industry here in the United States-Economics: The User's Guide is a concise and expertly crafted guide to economic fundamentals that offers a clear and accurate picture of the global economy and how and why it affects our daily lives.

The Undercover Economist Strikes Back - Tim Harford 2014-01-16
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.

Inside of a Dog - Alexandra Horowitz 2010-02-18
As an unabashed dog lover, Alexandra Horowitz is naturally curious about what her dog thinks and what she knows. As a cognitive scientist she is intent on understanding the minds of animals who cannot say what they know or feel. This is a fresh look at the world of dogs -- from the dog's point of view. The book introduces the reader to the science of the dog -- their perceptual and cognitive Abilities -- and uses that introduction to draw a picture of what it might be like to bea dog. It answers questions no other dog book can -- such as: What is a dog's sense of time? Does she miss me? Want friends? Know when she's been bad? Horowitz's journey, and the insights she uncovered from studying her own dog, Pumpernickel, allowed her to understand her dog better, and appreciate her more through that understanding. The reader will be able to do the same with their own dog. This is not another dog training book. Instead, Inside of a Dogwill allow dog owners to look at their pets' behaviour in a different, and revealing light, enabling them to understand their dogs and enjoy their relationship even more.

Work's a Bitch and Then You Make It Work - Andrea Kay 2012-01-09
Are you frustrated by the indignities of life in today's workplace? More work, longer hours, fewer benefits, incompetent bosses—career consultant and expert Andrea Kay has heard it all. In her new book, Kay connects with the 85 percent of the workforce who feel unsatisfied with their careers. Readers will immediately recognize themselves in the stories she tells, gleaned from the thousands of unhappy workers who have responded to Kay's nationally syndicated column and appearances. But Kay doesn't just explore what's wrong with the workplace today; she empowers workers to think about their careers in a new way, to get past disillusionment and feelings of powerlessness to see the possibilities and control they do have. She counsels readers on how to aim high and be fearless in presenting new ideas; how to cope with the unpredictable; how to determine whether a company is a good match for you; how to define the kind of work arrangement you want, and get up the nerve to ask for it. Throughout the text and the thought-provoking exercises that accompany it, she offers ways to take concrete and positive steps that will improve both your career and your life. Work may indeed be a bitch sometimes, but with Andrea Kay's help, readers will work it out.

23 Things They Don't Tell You about Capitalism - Ha-Joon Chang 2011-01-02
INTERNATIONAL BESTSELLER "For anyone who wants to understand capitalism not as economists or politicians have pictured it but as it actually operates, this book will be invaluable."-Observer (UK) If you've wondered how we did not see the economic collapse coming, Ha-Joon Chang knows the answer: We didn't ask what they didn't tell us about capitalism. This is a lighthearted book with a serious purpose: to question the assumptions behind the dogma and sheer hype that the dominant school of neoliberal economists-the apostles of the freemarket-have spun since the Age of Reagan. Chang, the author of the international bestseller Bad Samaritans, is one of the world's most respected economists, a voice of sanity-and wit-in the tradition of John Kenneth Galbraith and Joseph Stiglitz. 23 Things They Don't Tell You About Capitalism equips readers with an understanding of how global capitalism works-and doesn't. In his final chapter, "How to Rebuild the World," Chang offers a vision of how we can shape capitalism to humane ends, instead of becoming slaves of the market.

China's Gilded Age - Yuen Yuen Ang 2020-05-28
Why has China grown so fast for so long despite vast corruption? In China's Gilded Age, Yuen Yuen Ang maintains that all corruption is harmful, but not all types of corruption hurt growth. Ang unbundles corruption into four varieties: petty theft, grand theft, speed money, and access money. While the first three types impede growth, access money - elite exchanges of power and profit - cuts both ways: it stimulates investment and growth but produces serious risks for the economy and

political system. Since market opening, corruption in China has evolved toward access money. Using a range of data sources, the author explains the evolution of Chinese corruption, how it differs from the West and other developing countries, and how Xi's anti-corruption campaign could affect growth and governance. In this formidable yet accessible book, Ang challenges one-dimensional measures of corruption. By unbundling the problem and adopting a comparative-historical lens, she reveals that the rise of capitalism was not accompanied by the eradication of corruption, but rather by its evolution from thuggery and theft to access money. In doing so, she changes the way we think about corruption and capitalism, not only in China but around the world.

Think Like a Freak - Steven D. Levitt 2014-05-12
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.

The Index Card - Helaine Olen 2016-01-05
"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.

Superfreakonomics - Steven D. Levitt 2010-06-24
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.

The Essays of Warren Buffett - Lawrence A. Cunningham 2013-03-15
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&O 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.

The Peter Principle - RAYMOND. HULL HULL (RAYMOND. PETER, DR LAURENCE J.) 2020-10
In a hierarchy, every employee rises to the level of their own incompetence.This simple maxim, defined by this classic book over 40 years ago, has become a beacon of truth in the world of work. From the civil service to multinational companies to hospital management, it explains why things constantly go wrong: promotion up a hierarchy inevitably leads to over-promotion and incompetence. Through barbed anecdotes and wry humour the authors define the problem and show how anyone, whether at the top or bottom of the career ladder, can avoid its pitfalls. Or, indeed, avoid promotion entirely!

Poor Economics - Abhijit Banerjee 2012-03-27
The winners of the Nobel Prize in Economics upend the most common assumptions about how economics works in this gripping and disruptive portrait of how poor people actually live. Why do the poor borrow to save? Why do they miss out on free life-saving immunizations, but pay for unnecessary drugs? In Poor Economics, Abhijit V. Banerjee and Esther Duflo, two award-winning MIT professors, answer these questions based on years of field research from around the world. Called "marvelous, rewarding" by the Wall Street Journal, the book offers a radical rethinking of the economics of poverty and an intimate view of life on 99 cents a day. Poor Economics shows that creating a world without poverty begins with understanding the daily decisions facing the poor.

Sri - Srinu Raju 2018-01-25
Singapore has a 2000% higher population density than India, but is yet slum-free. At the same time, India is full of slums. Why? Why do the Chinese pay 4.9% for 30-year fixed mortgage rates and Indians pay 10%? China has 800 million jobs and India has 520 million. Our populations are identical. Why is India lacking 280 million jobs? India's target for job creation is an abysmal 10 million. India created near zero jobs in 3 years. Why is India lagging so pathetically? In peak years, China grew at 13% while India perennially struggles to grow at 8%. Why? China exports $2100 billion vs India's $260 billion – and shamefully, India's exports have not grown at all in 7 years. Why? Despite these facts, the author asserts with irrepressible optimism that it is India's manifest destiny to be the world's largest economy. He offers solutions to script a new future for India — to make India 1100% richer in 20 years. Modi is a great blessing to India. He works hard. Instead he should work smart using ideas from 50 richest countries suggested in the book. SRI will end poverty, slums, farmers' suicides, vanquish 80% of black money and create 200 million jobs, with no cost to the government. India's GDP is $2.5 trillion. SRI will add $25 trillion -$75 trillion in a special case -to our GDP. Sans SRI, India will be stuck as a 'lazy', imbecile power middling in a world order dominated by Red China. The book exposes how China will be undone by imminent political, demographic, economic storms. India will have 60% more population than China by the end of this century, making China senile.

Doughnut Economics - Kate Raworth 2017-02-23
A Financial Times "Best Book of 2017: Economics" 800-CEO-Read "Best Business Book of 2017: Current Events & Public Affairs" Economics is the mother tongue of public policy. It dominates our decision-making for the future, guides multi-billion-dollar investments, and shapes our responses to climate change, inequality, and other environmental and social challenges that define our times. Pity then, or more like disaster, that its fundamental ideas are centuries out of date yet are still taught in college courses worldwide and still used to address critical issues in government and business alike. That's why it is time, says renegade economist Kate Raworth, to revise our economic thinking for the 21st century. In Doughnut Economics, she sets out seven key ways to fundamentally reframe our understanding of what economics is and does. Along the way, she points out how we can break our addiction to growth; redesign money, finance, and business to be in service to people; and create economies that are regenerative and distributive by design. Named after the now-iconic "doughnut" image that Raworth first drew to depict a sweet spot of human prosperity (an image that appealed to the Occupy Movement, the United Nations, eco-activists, and business leaders alike), Doughnut Economics offers a radically new compass for guiding global development, government policy, and corporate strategy, and sets new standards for what economic success looks like. Raworth handpicks the best emergent ideas—from ecological, behavioral, feminist, and institutional economics to complexity thinking and Earth-systems science—to address this question: How can we turn economies that need to grow, whether or not they make us thrive, into economies that make us thrive, whether or not they grow? Simple, playful, and eloquent, Doughnut Economics offers game-changing analysis and inspiration for a new generation of economic thinkers.

When to Rob a Bank - Steven D. Levitt 2015-05-05
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.

Think Like A Freak - Steven D. Levitt 2014-05-12
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.