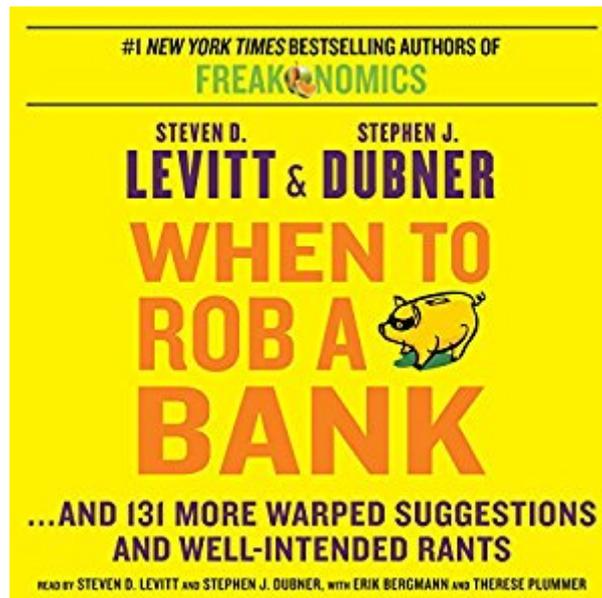


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# When To Rob A Bank: ...And 131 More Warped Suggestions And Well-Intended Rants



## Synopsis

When Freakonomics was initially 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. Now, to celebrate the 10th anniversary of the landmark Freakonomics, comes this curated collection from the most readable economics blog in the world. 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 listeners 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, *When to Rob a Bank* demonstrates the brilliance that has made their books an international sensation.

## Book Information

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## Customer Reviews

This book isn't so much a book, let alone a sequel to *Freakonomics*, as it is a celebration of 10 years of the *Freakonomics* branded state-of-mind. Little to nothing here is presented as thoroughly researched forays into unrelated anecdotes but rather it is more of a ticket into the minds of Levitt and Dubner who show they think about various topics in somewhat different ways (such as "Why Don't Flight Attendants Get Tipped?"). The book does expand beyond this idea of understanding the

psychology of economists as well, offering "fun sized" pieces of Freakonomics, such as the story/stories about Jane Siberry. Additionally, there are just genuinely fun parts that celebrate the decade long run of this "new" way of thinking, as evident through the author's contests. If you are expecting to thoroughly understand when to rob a bank or the cost of fearing strangers, then you should look elsewhere. This book is more of a piece of memorabilia that marks the 10th anniversary of the Freakonomics brand (the original book was published in 2005). The same way that die hard Harry Potter fans might purchase J.K. Rowling: A Bibliography 1997-2013, and fans of the Andy Griffith Show might purchase Mayberry Memories: The Andy Griffith Show Photo Album, fans of Freakonomics should buy this book to have a look behind the scenes of the mindset of the authors. Plus there are little bonuses along the way. Now, most of this book, if not all of this book is from their blog.

Levitt and Dubner have become a part of my life: they appear on public radio in my area and their blog and their other books have wonderful, offbeat ideas that fascinate me. And fairness to the negative Reviews here, every entry in this book is freely available on Levitt and Dubner's blog. Their rationale resonates with me. Dubner was driving in Maine when he came upon a gigantic Poland Spring bottling plant. "Dubner had always thought it strange that so many people would pay good money for a bottle of water. And yet they do, to the tune of roughly \$100 billion a year." Levitt and Dubner often wondered why they kept writing their blog -- now starting its eleventh year. They decided it was because "our readers liked reading the blog, and we loved our readers." From time to time, folks would suggest they turn the blog into a book. "This struck us as a colossally dumb idea ..." until Dubner came across that gigantic Poland Spring bottling plant. "Suddenly a book of blog post didn't seem so dumb. So in the tradition of Poland Spring, Evian and other hydro-geniuses, we've decided to bottle something that was freely available and charge you money for it. To be fair, we did go to the trouble of reading through the whole blog and picking out the best material." So there you have it: read this material for free on their blog -- or buy the book and carry it with you on your smart phone, and dip into the book whenever you have a spare minute. [Meanwhile, I carry a few empty Poland Spring bottles in my car and fill them up with delicious New York City water whenever my supply gets low.

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