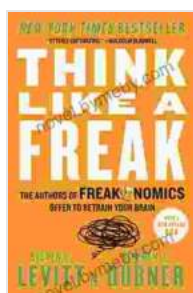


# The Authors of Freakonomics Offer to Retrain Your Brain

In their new book, *Think Like a Freak*, Steven Levitt and Stephen Dubner argue that we can all learn to think more critically and creatively by adopting the mindset of a "freak." Freaks, they say, are people who are willing to question the status quo, challenge conventional wisdom, and look at the world from a different perspective.

Levitt and Dubner offer a number of examples of how freaks have changed the world. They tell the story of James Lind, a Scottish doctor who in the 18th century conducted a series of experiments to test the effectiveness of different treatments for scurvy. Lind's experiments showed that citrus fruits were the best cure for scurvy, but it took decades for his findings to be accepted by the medical establishment.



## Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain by Steven D. Levitt

★★★★☆ 4.4 out of 5

Language	: English
File size	: 1488 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 302 pages

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They also tell the story of Amos Tversky, a psychologist who in the 1970s developed the theory of prospect theory. Prospect theory explains why people are more likely to take risks when they are losing money than when they are winning money. Tversky's theory has been used to explain a wide range of economic phenomena, from the stock market to the housing market.

Levitt and Dubner argue that freaks are not born, they are made. Anyone can learn to think like a freak by following a few simple principles.

1. **Be curious.** Freaks are always asking questions. They want to know why things are the way they are and they are not afraid to challenge the status quo.
2. **Be skeptical.** Freaks don't believe everything they hear. They question authority and they are not afraid to disagree with the majority.
3. **Be independent.** Freaks don't follow the crowd. They think for themselves and they are not afraid to stand up for what they believe in.
4. **Be creative.** Freaks are always looking for new and better ways to do things. They are not afraid to experiment and they are not afraid to fail.
5. **Be persistent.** Freaks don't give up easily. They are willing to work hard and they are not afraid to face challenges.

Levitt and Dubner believe that if we all learn to think like freaks, we can make the world a better place. Freaks are the ones who come up with new ideas, challenge the status quo, and make the world a more interesting place. So if you want to change the world, start by retraining your brain.

## **How to Retrain Your Brain**

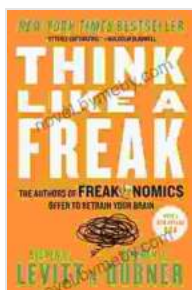
If you want to learn to think like a freak, there are a few things you can do.

- **Read books and articles by freaks.** There are a number of great books and articles by freaks that can help you to learn how to think more critically and creatively. Some of our favorites include *Freakonomics*, *Thinking, Fast and Slow*, and *The Power of Habit*.
- **Talk to freaks.** If you know any freaks, talk to them about their perspectives on the world. Ask them how they think about things and how they come up with new ideas.
- **Experiment.** The best way to learn how to think like a freak is to experiment. Try new things, challenge the status quo, and see what happens. You may be surprised at what you learn.

Retraining your brain to think like a freak takes time and effort, but it is worth it. If you want to be more creative, more innovative, and more successful, start by retraining your brain.

*Think Like a Freak* is now available in bookstores and online.

[Click here to Free Download your copy today!](#)



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