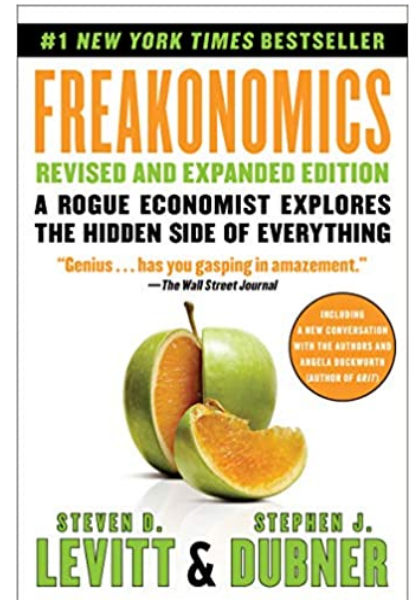


# Freakonomics Book Summary (PDF) by Steven D. Levitt and Stephen J. Dubner

Ready to learn the most important takeaways from Freakonomics in less than two minutes? Keep reading!



## Why This Book Matters:

Freakonomics helps readers understand the weight of incentives on everyone's behavior.

## The Big Takeaways:

1. **There are three different types of incentives: economic, social, and moral.**
  1. If Using all three types of incentives becomes the most powerful tool in changing behaviors.
2. **Not all incentives motivate people equally.**
  1. For example, disincentives for criminal behavior of prison would keep most people from becoming criminals, yet there are still people who break laws.
3. **Experts can manipulate information and use fear to**

**mislead people who are not knowledgeable.**

1. For example, a salesperson could discourage a buyer from purchasing a less expensive car by saying that it's not safe to help sell a more expensive car.
4. **A common assumption is when two things happen at the same time, one caused the other.**
  1. Did a political candidate win an election because he or she had more money, or did more people contribute to a campaign resulting in a successful candidacy?
5. **People tend to jump to conclusions about the cause of problems.**
  1. Evident and immediate causes are the main focus of issues, whereas small, indirect causes are ignored.

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