

WHEN TO ROB A BANK STEVEN D. LEVITT & STEPHEN J. DUBNER

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?

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*. 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's and Dubner's own quirks and passions, from gambling and golf to backgammon and the abolition of the penny.

STEVEN D. LEVITT, a professor of economics at the University of Chicago, was awarded the John Bates Clark medal, given to the most influential American economist under forty. He is also a founder of The Greatest Good, which applies *Freakonomics*-style thinking to business and philanthropy.

STEPHEN J. DUBNER is an award-winning author, journalist, and radio and TV personality. He quit his first career—as an almost rock star—to become a writer. He has since taught English at Columbia, worked for *The New York Times*, and published three non-*Freakonomics* books.

READ BY **STEVEN D. LEVITT** AND **STEPHEN J. DUBNER**,
WITH **ERIK BERGMANN** AND **THERESE PLUMMER**

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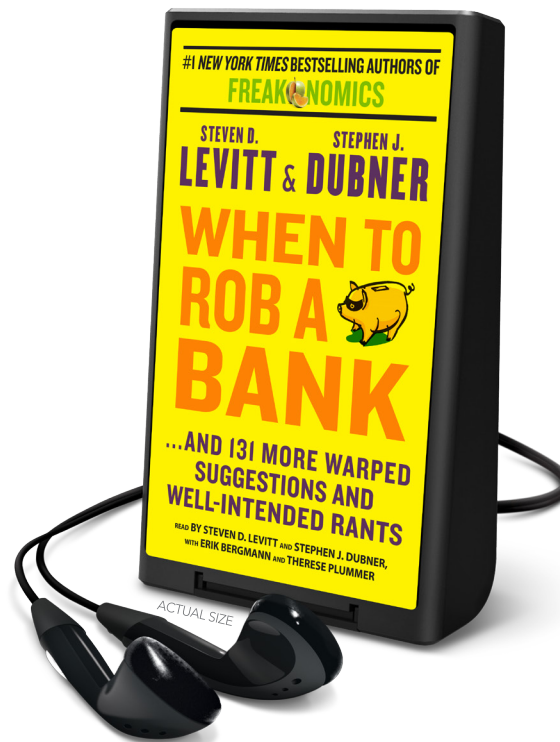
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