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Caballos de Troya de la Historia
The Undercover Economist Strikes Back
50 Economics Ideas You Really Need to Know
Secrets of the Millionaire Mind
The Russian Debutante's Handbook
Nunca me aprendí la lista de los Reyes Godos
Manana Forever?
The Great Economists
The Little Book of Yes!
Shooting Zodiac

Psicología organizacional y del trabajo
Microeconomía
Payoff

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B De Bolsillo guest*

NATHAN SHAYLEE

When to Rob a Bank
Farrar, Straus and Giroux
El 23 de noviembre de
2013 murieron diez
adolescentes por arma de
fuego en Estados Unidos.
El más pequeño tenía
nueve años; el mayor,
diecinueve. Esta cifra, que
en muchos otros países
habría parecido

desorbitada, pasó sin
apenas atención entre las
noticias de la prensa
estadounidense. Como
suele ocurrir con las cosas
rutinarias. LO QUE
PIENSAN LOS CRÍTICOS La
experiencia como
periodista de Younge se
transmite en el equilibrio
que le otorga al texto. Le
concede un peso
importante a las historias
de los diez jóvenes y a los
testimonios del entorno.
Pero no pierde la ocasión

de introducir información
contrastada y cifras para
dar solidez a sus
argumentos. Marta Marne,
El Periodico SOBRE EL
AUTOR Gary Younge nació
en Hertfordshire,
Inglaterra. En 1993
empezó a trabajar en el
diario británico The
Guardian. Después de una
década escribiendo
reportajes en varios
continentes, en 2003 se
trasladó como
corresponsal del periódico

a Estados Unidos, donde permaneció hasta 2015. A partir de entonces ejerció como adjunto al director, hasta que en noviembre de 2019 fue contratado como profesor de Sociología por la universidad de Manchester. Aún escribe una columna en The Guardian. Ha escrito cinco libros y ha recibido numerosos premios, como el J. Anthony Lukas Book Prize.

Predictably Irrational
Ballantine Books
NAMED ONE OF THE
ATLANTIC'S GREAT

AMERICAN NOVELS OF
THE PAST 100 YEARS A
visionary novel from the
New York Times
bestselling author of
Super Sad True Love
Story and Little Failure.
The Russian Debutante's
Handbook introduces
Vladimir Girshkin, one of
the most original and
unlikely heroes of recent
times. The twenty-five-
year-old unhappy lover to
a fat dungeon mistress,
affectionately nicknamed
"Little Failure" by his high-
achieving mother,
Vladimir toils his days
away as a lowly clerk at

the bureaucratic Emma
Lazarus Immigrant
Absorption Society. When
a wealthy but psychotic
old Russian war hero
appears, Vladimir
embarks on an adventure
of unrelenting lunacy that
takes us from New York's
Lower East Side to the hip
frontier wilderness of
Prava--the Eastern
European Paris of the
nineties. With the help of
a murderous but fun-
loving Russian mafioso,
Vladimir infiltrates the
Prava expat community
and launches a scheme as
ridiculous as it is brilliant.

Bursting with wit, humor, and rare insight, *The Russian Debutante's Handbook* is both a highly imaginative romp and a serious exploration of what it means to be an immigrant in America. *It Will Never Happen to Me!* Simon and Schuster A exploration of the latest trend in technology and the impact it will have on the economy, science, and society at large. **The Kingdom** Harper Collins Learn to be a better negotiator--and achieve the outcomes you want. If

you read nothing else on how to negotiate successfully, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you avoid common mistakes, find hidden opportunities, and win the best deals possible. This book will inspire you to: Control the negotiation before you enter the room Persuade others to do what you want--for their own reasons Manage emotions on both sides of the table Understand the

rules of negotiating across cultures Set the stage for a healthy relationship long after the ink has dried Identify what you can live with and when to walk away This collection of articles includes: "Six Habits of Merely Effective Negotiators" by James K. Sebenius; "Control the Negotiation Before It Begins" by Deepak Malhotra; "Emotion and the Art of Negotiation" by Alison Wood Brooks; "Breakthrough Bargaining" by Deborah M. Kolb and Judith Williams; "15 Rules for

Negotiating a Job Offer" by Deepak Malhotra; "Getting to Si, Ja, Oui, Hai, and Da" by Erin Meyer; "Negotiating Without a Net: A Conversation with the NYPD's Dominick J. Misino" by Diane L. Coutu; "Deal Making 2.0: A Guide to Complex Negotiations" by David A. Lax and James K. Sebenius; "How to Make the Other Side Play Fair" by Max H. Bazerman and Daniel Kahneman; "Getting Past Yes: Negotiating as if Implementation Mattered" by Danny Ertel; "When to Walk Away from a Deal"

by Geoffrey Cullinan, Jean-Marc Le Roux, and Rolf-Magnus Weddigen. *Freakonomics* Penguin Like no other text for the intermediate microeconomics course, Goolsbee, Levitt, and Syverson's Microeconomics bridges the gap between today's theory and practice, with a strong empirical dimension that lets students test theory and successfully apply it. With carefully crafted features and vivid examples, Goolsbee, Levitt, and Syverson's text helps

answer two critical questions students ask, "Do people and firms really act as theory suggests?" and "How can someone use microeconomics in a practical way?" The authors teach in economics departments and business schools and are active empirical microeconomics researchers. Their grounding in different areas of empirical research allows them to present the evidence developed in the last 20 years that has tested and

refined fundamental theories. Their teaching and professional experiences are reflected in an outstanding presentation of theories and applications. Big Data Libros del K.O. When the stock market crashed in 1929, Benjamin Roth was a young lawyer in Youngstown, Ohio. After he began to grasp the magnitude of what had happened to American economic life, he decided to set down his impressions in his diary. This collection of those

entries reveals another side of the Great Depression—one lived through by ordinary, middle-class Americans, who on a daily basis grappled with a swiftly changing economy coupled with anxiety about the unknown future. Roth's depiction of life in time of widespread foreclosures, a schizophrenic stock market, political unrest and mass unemployment seem to speak directly to readers today. **The Pearl** Ediciones Paraninfo, S.A.

Bestselling author Dan Ariely reveals fascinating new insights into motivation—showing that the subject is far more complex than we ever imagined. Every day we work hard to motivate ourselves, the people we live with, the people who work for and do business with us. In this way, much of what we do can be defined as being “motivators.” From the boardroom to the living room, our role as motivators is complex, and the more we try to motivate partners and

children, friends and coworkers, the clearer it becomes that the story of motivation is far more intricate and fascinating than we've assumed. Payoff investigates the true nature of motivation, our partial blindness to the way it works, and how we can bridge this gap. With studies that range from Intel to a kindergarten classroom, Ariely digs deep to find the root of motivation—how it works and how we can use this knowledge to approach important choices in our

own lives. Along the way, he explores intriguing questions such as: Can giving employees bonuses harm productivity? Why is trust so crucial for successful motivation? What are our misconceptions about how to value our work? How does your sense of your mortality impact your motivation? *Freakonomics* National Geographic Books
 “There it lay, the great pearl, perfect as the moon.” Like his father and grandfather before him, Kino is a poor diver,

gathering pearls from the gulf beds that once brought great wealth to the Kings of Spain and now provide Kino, Juana, and their infant son with meager subsistence. Then, on a day like any other, Kino emerges from the sea with a pearl as large as a sea gull's egg, as "perfect as the moon." With the pearl comes hope, the promise of comfort and of security.... A story of classic simplicity, based on a Mexican folk tale, *The Pearl* explores the secrets of man's nature, the

darkest depths of evil, and the luminous possibilities of love. From the Trade Paperback edition.

From Economics Imperialism to Freakonomics Currency Textbook for general-education college course on the physics of energy and its role in the broader context of society. Topics include exponential growth, economic growth, population, the role of space exploration, energy units, thermal energy, fossil fuels, climate change, hydroelectricity,

wind power, solar power, biological energy, nuclear energy, comparison of alternative energy options, the role of human psychology, prospects for a plan, and adaptation strategies. Appendices include refreshers on math and chemistry, selected answers from end-of-chapter problems, and worthwhile tangents. Contains 195 graphics, 70 tables, a glossary, bibliography, and index. *Energy and Human Ambitions on a Finite Planet* Reverte Intelligent, lively,

humorous, and thoroughly engaging, "The Predictably Irrational" explains why people often make bad decisions and what can be done about it.

SuperFreakonomics LP FreakonomicsFreakonomics From the Bestselling Author of 'Zodiac', 'Auto Focus' and 'Black Fire'. DAVID FINCHER WAS AFTER THE TRUTH. WITHOUT IT, HE WOULD NOT SHOOT ZODIAC. For nearly two decades, Hollywood had been trying to make a movie of

Zodiac, and for nearly two decades, it had failed. In 2003, producer Brad Fischer, and screenwriter Jamie Vanderbilt attempted the undoable, and set their sights on the one filmmaker they felt unequalled for the helm: director David Fincher (Se7en, Fight Club). Fincher's eye for detail, probing mind, and unrelenting quest for answers made him ideal. His personal connection to the case made him perfect. From Hollywood boardrooms to remote fog-shrouded crime

scenes, they battle a huge script that refuses to be beaten, a case that refuses to be solved, and a running time and budget that threaten their film. Follow as they track down missing witnesses, gather the original investigators, visit the original crime scenes, discover boxes of Zodiac case files from an attic, unearth new clues, a videotape of the prime suspect's police interrogation, and a surviving victim who doesn't want to be found. To keep Fincher on board,

and get their film greenlit, it will take cold leads, private eyes, new evidence, and most of all, perseverance. "He's hooked. If he doesn't make the film, he'll solve the case." —Detective Ken Narlow "SOMETHING DRAWS THE GIRL'S attention," David Fincher said. The maverick director paused at the spot along the shore Captain Ken Narlow had indicated. Something was not right. Fincher looked down at the rocky ground and the steep slope of the rotting tree as if he had

not seen them before. Without a word he wheeled and walked some distance around to the adjacent peninsula. The retired detectives watched the celebrated filmmaker follow the curve of land and circle to a little inlet on the other bank. His head was down as he took long, athletic strides. Suddenly, he knelt and studied the ground. He picked up a fistful of earth, let it drift between his fingers, and watched as the wind carried the reddish particles away. He looked

up at the road high above where the victims' car had been found, then looked back at the tree. Next, he tossed a few rocks in the air and gazed to the center of the lake where it was a couple hundred feet deep. Fincher wondered what other mysteries might be buried there. Further up, underneath the dam at Devil's Gate, was the narrow point of Putah Creek. Fincher returned from his scouting trip and made an announcement. His voice was confident and clear, ringing out over the lake.

"The other side of the little island out there is much more vertical than this side," he said. "I think that is the actual murder site." "Let's go over and take a look," Narlow said and started north with Jamie Vanderbilt. "I'm not one hundred percent convinced this is the place." When Narlow reached the other side of the inlet, he clapped a hand to his forehead and then hailed Fincher and the rest of the men across the water. "My God!" he hollered, "I took you to the wrong spot!" In that

arcane way he had of penetrating to the heart of a riddle, Fincher had discerned the truth. He became quiet as he began working the puzzle of the open taxi door, the blood that should have been elsewhere, a bloody print that belonged to no one, and the shot nobody heard. “David’s considered one of the touchiest and weirdest directors by executives, but as a writer I consider him the nicest and most normal of them all. But maybe the same thing that is wrong with him is

wrong with me.” —Jamie Vanderbilt, screenwriter *Narconomics* Oxford University Press, USA
 How do you get your dinner? That is the basic question of economics. When economist and philosopher Adam Smith proclaimed that all our actions were motivated by self-interest, he used the example of the baker and the butcher as he laid the foundations for 'economic man,' arguing that the baker and butcher didn't give bread and meat out of the goodness of their hearts. It's an ironic point

of view coming from a bachelor who lived with his mother for most of his life—a woman who cooked his dinner every night. The economic man has dominated our understanding of modern-day capitalism, with a focus on self-interest and the exclusion of all other motivations. Such a view point disregards the unpaid work of mothering, caring, cleaning and cooking. It insists that if women are paid less, then that's because their labor is worth less. A kind of feminist Freakonomics,

Who Cooked Adam Smith's Dinner? charts the myth of economic man—from its origins at Adam Smith's dinner table, its adaptation by the Chicago School, and its disastrous role in the 2008 Global Financial Crisis—in a witty and courageous dismantling of one of the biggest myths of our time.

The Undercover

Economist La Esfera de los Libros

Picking his way through Andean cocaine fields, Central American prisons, Colorado pot shops, and

the online drug dens of the Dark Web, Tom Wainwright provides a fresh, innovative look into the drug trade and its 250 million customers. More than just an investigation of how drug cartels do business, Narconomics is also a blueprint for how to defeat them. How does a budding cartel boss succeed (and survive) in the 300 billion illegal drug business? By learning from the best, of course. From creating brand value to fine-tuning customer service, the folks running cartels have been

attentive students of the strategy and tactics used by corporations such as Walmart, McDonald's, and Coca-Cola. And what can government learn to combat this scourge? By analyzing the cartels as companies, law enforcers might better understand how they work -- and stop throwing away 100 billion a year in a futile effort to win the "war" against this global, highly organized business. Your intrepid guide to the most exotic and brutal industry on earth is Tom Wainwright. Picking his way through

Andean cocaine fields, Central American prisons, Colorado pot shops, and the online drug dens of the Dark Web, Wainwright provides a fresh, innovative look into the drug trade and its 250 million customers. The cast of characters includes "Bin Laden," the Bolivian coca guide; Old Lin," the Salvadoran gang leader; "Starboy," the millionaire New Zealand pill maker; and a cozy Mexican grandmother who cooks blueberry pancakes while plotting murder. Along with

presidents, cops, and teenage hitmen, they explain such matters as the business purpose for head-to-toe tattoos, how gangs decide whether to compete or collude, and why cartels care a surprising amount about corporate social responsibility. More than just an investigation of how drug cartels do business, *Narconomics* is also a blueprint for how to defeat them.
Delibros SIU Press
This "little green book," as it has come to be known to hundreds of thousands

of C.O.A.'s and A.C.O.A.'s, is meant to help the reader understand the roles children in alcoholic families adopt, the problems they face in adulthood as a result, and what they can do to break the pattern of destruction.
Microeconomics Harper Collins
En esta obra, Levitt y Dubner demuestran, a través de ejemplos y una sarcástica perspicacia, que la economía representa el estudio de los incentivos. ¿Qué resulta más peligroso: una pistola o una piscina?

¿Qué tienen en común un maestro de escuela y un luchador de sumo? ¿Por qué continúan los traficantes de drogas viviendo con sus madres? ¿En qué se parecen el Ku Klux Klan a los agentes inmobiliarios? Quizás éstas no sean las típicas preguntas que se formula un experto en economía, pero Steven D. Levitt y Stephen J. Dubner no son unos economistas muy típicos. Se trata de especialistas que estudian la esencia y los enigmas de la vida cotidiana y cuyas conclusiones, con

frecuencia, ponen patas arriba la sabiduría convencional. A través de ejemplos prácticos y de una sarcástica perspicacia, Levitt y Dubner demuestran que la economía, en el fondo, representa el estudio de los incentivos: el modo en que las personas obtienen lo que desean, o necesitan, especialmente cuando otras personas desean o necesitan lo mismo. ENGLISH DESCRIPTION Which is more dangerous, a gun or a swimming pool? What do schoolteachers and

sumo wrestlers have in common? How much do parents really matter? These may not sound like typical questions for an economist to ask. But Steven D. Levitt is not a typical economist. He studies the riddles of everyday life—from cheating and crime to parenting and sports—and reaches conclusions that turn conventional wisdom on its head. Freakonomics is a groundbreaking collaboration between Levitt and Stephen J. Dubner, an award-winning author and journalist.

They set out to explore the inner workings of a crack gang, the truth about real estate agents, the secrets of the Ku Klux Klan, and much more.

Through forceful storytelling and wry insight, they show that economics is, at root, the study of incentives—how people get what they want or need, especially when other people want or need the same thing.

The Great Depression: A Diary MIRA

What exactly is a credit crunch? Why do professional athletes earn

so much more than the rest of us? Which country is likely to be the world's leading economy in ten years' time? Daily Telegraph economics editor Edmund Conway introduces and explains the central ideas of economics in a series of 50 essays. Beginning with an exploration of the basic theories, such as Adam Smith's "invisible hand," and concluding with the latest research into the links between wealth and happiness, he sheds light on all the essential topics needed to

understand booms and busts, bulls and bears, and the way the world really works.

HBR's 10 Must Reads on Negotiation (with bonus article "15 Rules for Negotiating a Job Offer" by Deepak

Malhotra) Simon and Schuster

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.

Who Cooked Adam Smith's Dinner?

Routledge

From the authors of the international bestseller Yes! This travel-sized handbook will become your go-to key for ensuring that the world says 'yes' to you, your ideas and your requests. We all want to hear 'yes'. 'Yes' connects us to the

world, and carries us into the future. So why do we find it so hard to get others to agree? And how can we improve our chances? The Little Book of Yes contains 21 short essays that outline a range of effective persuasion strategies, each proven to increase the chances that someone will agree to your request. That someone could be a friend, a colleague, a partner, a lover, a manager, a sibling, a parent, even a stranger. The timeless principles and practical lessons in

this collection can be used to tackle a variety of everyday challenges, from repairing a soured relationship to negotiating a higher fee for your work, from convincing a dithering friend to take action, to building your social network and personal brand. Full of wisdom from the leaders in influence, with carefully curated advice, this little book is essential reading for any freelancer, manager, entrepreneur, parent or person who wants more from their world.

Freakonomics (Spanish Edition) Psychology Press
A fascinating journey into the hidden psychological influences that derail our decision-making, Sway will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone “important”? Why are we more likely to fall in love when there’s danger involved? In Sway, renowned organizational thinker Ori Brafman and

his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, Sway reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a

person or situation), and the “chameleon effect” (our tendency to take on characteristics that have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA

draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world’s most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In Sway, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to

avoid succumbing to their pull.

Un día más en la muerte de Estados Unidos Harper Collins

In this shrewd and fascinating book, the renowned scholar and former foreign minister Jorge Castañeda sheds much light on the puzzling paradoxes of politics and culture of modern Mexico. Here’s a nation of 110 million that has an ambivalent and complicated relationship with the United States yet is host to more American expatriates than any

country in the world. Its people tend to resent foreigners yet have made the nation a hugely popular tourist destination. Mexican individualism and individual ties to the land reflect a desire to

conserve the past and slow the route to uncertain modernity. Castañeda examines the future possibilities for Mexico as it becomes more diverse in its regional identities, socially more homogenous, its

character and culture the instruments of change rather than sources of stagnation, its political system more open and democratic. *Mañana Forever?* is a compelling portrait of a nation at a crossroads.

Best Sellers - Books :

- [The Collector: A Novel](#)
- [Regretting You By Colleen Hoover](#)
- [The Subtle Art Of Not Giving A F*ck: A Counterintuitive Approach To Living A Good Life](#)
- [What To Expect When You're Expecting By Heidi Murkoff](#)
- [Happy Place By Emily Henry](#)
- [The 48 Laws Of Power By Robert Greene](#)
- [Hunting Adeline \(cat And Mouse Duet\) By H. D. Carlton](#)

- [A Court Of Mist And Fury \(a Court Of Thorns And Roses, 2\) By Sarah J. Maas](#)
- [The Wager: A Tale Of Shipwreck, Mutiny And Murder By David Grann](#)
- [Girl In Pieces By Kathleen Glasgow](#)