



Piensa como un freak (Spanish Edition)

Stephen J. Dubner, Steven D. Levitt

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Con Piensa como un freak, Steven D. Levitt y Stephen J. Dubner han escrito su libro más revolucionario hasta la fecha. Con el sello inconfundible de narración cautivadora y análisis no convencional, nos llevan al interior de su proceso reflexivo y nos enseñan a pensar de manera un poco más productiva, más creativa, más racional, es decir, a pensar como un freak.

Como en sus libros anteriores, ningún tema está vedado, de los negocios a la filantropía, pasando por los deportes o la política, todo con el objetivo de reciclar tu cerebro.

Algunos de los pasos para pensar como un freak:

- Deja de lado tu brújula moral, porque es difícil ver un problema con claridad si ya has decidido qué hacer con él.
- Piensa como un niño, porque se te ocurrirán mejores ideas y plantearás mejores preguntas.
- Toma una clase magistral en incentivos, porque, para bien o para mal, los incentivos gobiernan el mundo.
- Aprende a convencer a gente que no quiere ser convencida, porque ser bueno no basta para que uno se salga con la suya.
- Aprende a apreciar las ventajas de abandonar, porque no puedes resolver el problema de mañana si no estás dispuesto a reconocer el fracaso de la calamidad de hoy.

Está claro que Levitt y Dubner ven el mundo como nadie. Nunca antes unos pensadores tan iconoclastas han sido tan reveladores y tan divertidos de leer.

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