# FREAKONOMICS a rogue economist explores the hidden side of everything



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Why the conventional wisdom is so often wrong. . . How "experts"—from criminologists to real-estate agents to political scientists—bend the facts . . . Why knowing what~to measure, and how to measure it, is the key to understanding modern life: . . What is "freakonomics," anyway? .

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• and an editorial assistant have in common . . . How the invention of crack cocaine mirrored the invention of nylon stocking:. . Was crack the worst thing to,hit black Americans since Jim Crow?

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