Freakonomics authors Stephen J. Dubner and Steven D. Levitt reveal some of the 'magic' of their problem-solving techniques in new book

Two Harvard professors have cracked the social sciences with their new book, "Freakonomics," a collection of case studies that blend sociology, psychology, and economics to reveal the hidden realities of everyday life.

Dubner and Levitt, who teach at the University of Chicago, have gained fame for their ability to take complex economic issues and make them accessible to the general public.

Their book is a best-seller, with more than 1 million copies sold worldwide. It has been translated into 25 languages and is currently being developed into a television series.

Despite the book's success, Dubner and Levitt have been criticized for their use of statistical methods and their willingness to present controversial ideas.

Dubner and Levitt are scheduled to appear at a conference on the University of Chicago campus next week, where they will discuss their work and answer questions from the audience.

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