

A close-up portrait of Steven D. Levitt, a middle-aged man with short, graying hair, smiling slightly. He is wearing a light blue dress shirt and a gray suit jacket. The background is a plain, light color.

**“An incentive is a bullet, a key:
an often tiny object with astonishing power
to change a situation.”**

—Steven D. Levitt

Freakonomics: A Rogue Economist Explores the Hidden Side of Everything