

## Sway The Irresistible Pull Of Irrational Behavior Ori Brafman

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### Sway The Irresistible Pull Of

In 2008, Ori and Rom Brafman reached the New York Times Bestseller list with "Sway, The Irresistible Pull of Irrational Behavior" which runs from anecdote to anecdote describing people making decisions that they think are perfectly informed by the facts, when in fact, they are perfectly informed by many other factors that sway their judgement, most of it they don't even realize.

### Sway: The Irresistible Pull of Irrational Behavior ...

Sway: The Irresistible Pull of Irrational Behavior by Ori and Ram Brofman is a very broad overview of several sociological attributes that may affect behavior, causing people to react and behave in unexpected ways. The Brofmans provide a multitude of anecdotal evidence to explain these topics and to demonstrate how they might be observed in everyday life.

### Sway: The Irresistible Pull of Irrational Behavior by Ori ...

Ori Brafman is coauthor of The Starfish and the Spider and is a renowned organizational expert who regularly speaks before Fortune 500, governmental, and military audiences. A graduate of Stanford Business School, he lives in San Francisco. Rom Brafman holds a Ph.D. in psychology and has taught university courses in personality and personal growth. . His current research interests focus on the ...

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The book, Sway: The Irresistible Pull of Irrational Behavior, by Ori Brafman and his brother, Rom Brafman dives into the way that we make decisions. Why do humans make the horrible decisions we do when logic would tell us to act otherwise?

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### **Sway: The Irresistible Pull of Irrational Behavior | Ori ...**

I've always considered myself pragmatic, logical, and clearly even-keeled. Then, I read Ori and Rom's book Sway: The Irresistible Pull of Irrational Behavior. It's a magnetic read and I zipped through it in 2 quick sittings. I rather like books that make me think twice about truths I hold self-evident. And Sway certainly made me think.

### **Sway: The Irresistible Pull of... book by Ori Brafman**

Sway: The Irresistible Pull of Irrational Behavior Ori Brafman, Rom Brafman 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?

### **Sway: The Irresistible Pull of Irrational Behavior | Ori ...**

Sway: The Irresistible Pull of Irrational Behavior by Ori Brafman. Ori also wrote The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations. Both are good reads and worthy of your time.

### **Latest Read: Sway The Irresistible Pull of Irrational ...**

The Irresistible Pull of Irrational Behavior. By: ... The Power of Thinking Without Thinking," 2005) will appreciate Ori Brafman and Rom Brafman's "Sway: The Irresistible Power of Irrational Behavior" I have all of Gladwell's books. In hardback. And I really liked "Sway". Actually, "Sway" was an easier read/listen.

### **Sway by Rom Brafman, Ori Brafman | Audiobook | Audible.com**

Sway (Paperback) The Irresistible Pull of Irrational Behavior. By Ori Brafman, Rom Brafman. Currency, 9780385530606, 224pp. Publication Date: June 2, 2009. Other Editions of This Title: Digital Audiobook (6/16/2008) CD-Audio (6/17/2008)

### **Sway: The Irresistible Pull of Irrational Behavior ...**

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