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Sway: The Irresistible Pull of Irrational Behavior by Ori Brafman and Rom Brafman Every now and then, a book comes along that challenges your thinking and sharpens or hones your innate sensibilities.

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Sway: The Irresistible Pull of Irrational Behavior ...

Ori and Rom Brafman's "Sway: The Irresistible Pull of Irrational Behavior" is another excellent read on human behavior that can add to your understanding of how people make (or don't make) decisions.

Sway: The Irresistible Pull of Irrational Behavior - Ori ...

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?

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

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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 - Carol ...

In SWAY, The irresistible Pull of Irrational Behavior, The Brafman brothers are breaking down many examples of ways people can and are being swayed. People act irrationally without recognizing what is going on. Ori and Rom Brafman are even trying to sway their readers into believing that everyone acts irrationally by being swayed.

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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.

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