

Sway The Irresistible Pull Of Irrational Behavior Ori Brafman

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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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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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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.

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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.

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Ori Brafman and Rom Brafman. Currency , 2008. From the book: SWAY: The Irresistible Pull of Irrational Behavior. Copyright © 2008 by Ori Brafman and Rom Brafman. Published by Crown Business, an imprint of the Crown Publishing Group, a division of Penguin Random House LLC. ISBN: 9780385524384. Pages: 224.

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