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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 ...

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Amazon.com: Sway: The Irresistible Pull of Irrational ...

Sway: The Irresistible Pull of Irrational Behavior 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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Sway: The Irresistible Pull of Irrational Behavior Paperback - Deckle Edge, June 2 2009 by Ori Brafman (Author), Rom Brafman (Author) 4.3 out of 5 stars 201 ratings See all formats and editions

Sway: The Irresistible Pull of Irrational Behavior ...

Sway: The Irresistible Pull of Irrational Behavior By Carol Sanford on August 12, 2010 in Business Development We all like to think of ourselves as rationale, but so often we are not.

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

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Amazon.com: Customer reviews: Sway: The Irresistible Pull ...

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

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Sway: The Irresistible Pull of Irrational Behavior by 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?

Book Report - Sway: The Irresistible Pull of Irrational ...

Book Review: "Sway: The Irresistible Pull of Irrational Behavior" Then image over ruled substance and lead Portland to pass on drafting Michael Jordan. The book does come with a conclusion to an answer somewhat.

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