

## Sway The Irresistible Pull Of Irrational Behavior By Rom

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**Sway: The Irresistible Pull of Irrational Behavior ...**  
Sway: The Irresistible Pull of Irrational Behavior by Ori and Ram Brafman is a very broad overview of several sociological attributes that may affect behavior, causing people to react and behave in unexpected ways. The Brafmans 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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**Sway: The Irresistible Pull of Irrational Behavior ...**  
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 ...**  
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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.

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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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**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)

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