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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.

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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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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 ...

Sway: The Irresistible Pull of Irrational Behavior Paperback - Deckle Edge, June 2 2009 by Ori Brafman (Author), Rom Brafman (Author)

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Sway Free Summary by Ori Brafman and Rom Brafman

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.

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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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Sway: The Irresistible Pull of Irrational Behavior. by Rom Brafman and Ori Brafman. Rated 5.00 stars. See Customer Reviews.

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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.

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