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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.

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Sway: The Irresistible Pull of Irrational Behavior By Carol Sanford on August 12, 2010 in Business
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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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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?

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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

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answer somewhat.

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