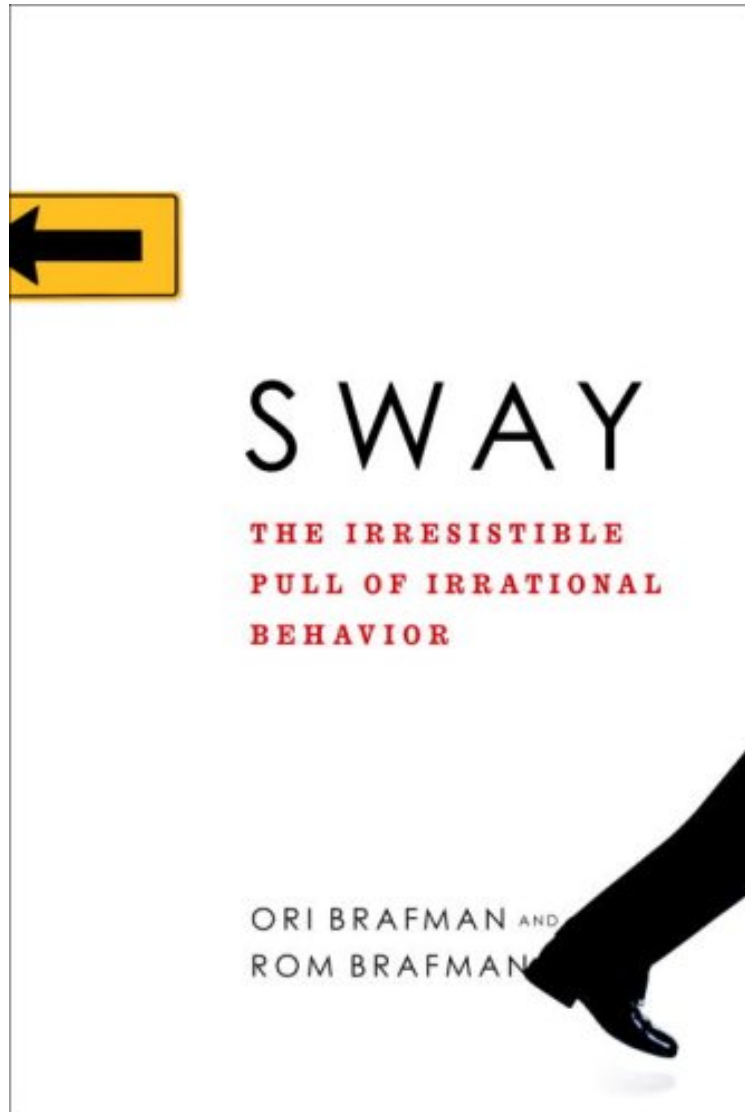


Sway: The Irresistible Pull of Irrational Behavior

Ori Brafman, Rom Brafman

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Ori Brafman, Rom Brafman : Sway: The Irresistible Pull of Irrational Behavior before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sway: The Irresistible Pull of Irrational Behavior:

2 of 2 people found the following review helpful. Interesting, but fraught with own biasesBy SummerGirlIn the genre of carefully selecting facts to fit our thesis, and smoothing over the rough spots when they don't exactly fit.Persuasive, but the editing often leaves you asking questions (when they cite something in particular like a study or an event, I often feel like more context is needed, like when and where).They ignore inconvenient facts (like when discussing an ad for a bank; they found that the direct mailer with a picture of a person on it worked best and called this irrational, which fails to account for advertising clutter and how a picture of a person can cut through the clutter).The Israeli

military study used in the book and referenced in other reviews is, to me, reprehensible; courses like the one mentioned can make or break a career. To casually try to affect outcomes for the sake of a journal article is without regard to what it does to those officers is just plain wrong; to use it in the book is to perpetuate the wrong. Interesting discussion on Prozac, et al, but ignored in this are the clinical trials that had to be done for FDA approval - what was different about the subsequent tests? Interesting, but incomplete. 1 of 1 people found the following review helpful. Powerful and compelling logic behind causations. By Scientist PSThere comes a time when every person feels the irresistible urge to be reckless. The examples in this book are outstanding and hit the spot. Not sure how many young adults/teens would read the book but if they did, it's very eye opening. It'd be helpful if we held ourselves back for a moment and ask, "would my actions prove to be irrational or a reckless to a point that it'd negatively affect my entire future and everyone else's?" In short it tells you about the warning signs which could lead to disaster. Each situation that led to irrational behavior that in turn led to disastrous situation or complication is different and worth reflecting upon. 15 of 16 people found the following review helpful. A cheap rip off. By CristinaThis book felt like a rip off of Malcolm Gladwell books, which are really fun and informative to read. This is a cheap imitation. I got really tired of the authors, who are brothers, referring to one another throughout the book. It's so annoying when authors want the reader to feel like they're in on their special experience of writing their book together. It seemed rather narcissistic since my purpose in reading it was to understand some concepts rather than hear about their examples from their special experiences. Those pointless details take up a chunk of space so that when it comes down to it the book has very little substance, lots of anecdotes, lots of explanations about who he and his brother are and why they're attracted to these issues, blah, blah. I read a lot of books each year. I can't remember one meaningful thing about this book. It felt like a waste of time. I recommend reading Malcolm Gladwell's "Blink" "Outliers" and "The Tipping Point" instead.

A fascinating journey into the hidden psychological influences that derail our decision-making, *Sway* will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In *Sway*, renowned organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, *Sway* reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the "chameleon effect" (our tendency to take on characteristics that have been arbitrarily assigned to us). *Sway* introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

From Publishers Weekly Recently we have seen plenty of irrational behavior, whether in politics or the world of finance. What makes people act irrationally? In a timely but thin collection of anecdotes and empirical research, the Brafman brothers—Ari (The Starfish and the Spire), a business expert, and Rom, a psychologist—look at *sway*, the submerged mental drives that undermine rational action, from the desire to avoid loss to a failure to consider all the evidence or to perceive a person or situation beyond the initial impression and the reluctance to alter a plan that isn't working. To drive home their points, the authors use contemporary examples, such as the pivotal decisions of presidents Lyndon B. Johnson and George W. Bush, coach Steve Spurrier and his Gators football team, and a sudden apparent epidemic of bipolar disorder in children (which may be due more to flawed thinking by doctors making the diagnoses). The stories are revealing, but focused on a few common causes of irrational behavior, the book doesn't delve deeply into the psychological demons that can devastate a person's life and those around him. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Praise for *SWAY* "A breathtaking book that will challenge your every thought, *Sway* hovers above the intersection of *Blink* and *Freakonomics*." --Tom Rath, coauthor of the New York Times #1 bestseller *How Full Is Your Bucket?* "Now we know why no one ever coined the phrase 'rational exuberance.' Behind the surprising ways we all make choices, the Brafmans find biology, humanity, and the wisdom of our collective experience. As a longtime student of how financial decisions are made, I found their insights utterly fascinating. Once I started reading, I couldn't stop—and I suspect the Brafmans could tell you exactly why!" --Sallie Krawcheck, CEO, Citi Global Wealth Management "Count me swayed—but in this instance by the pull of entirely rational forces. Ori and Rom Brafman have done a terrific job of illuminating deep-seated tendencies that skew our behavior in ways that can range from silly to

deadly. We'd be fools not to learn what they have to teach us."--Robert B. Cialdini, author of New York Times bestseller *Influence*; "Brilliant."--Klaus Schwab, chairman of the World Economic Forum "A page-turner of an investigation into how our minds work . . . and trick us. Think you behave rationally? Read this book first."--Timothy Ferriss, author of the New York Times #1 bestseller *The 4-Hour Workweek* "Sway helped me recognize an aspect of irrational behavior in my experimental work in physics. Sometimes I have jumped into some research that didn't feel quite right . . . but some irrational lure, such as the hope of quick success, pulled me in."--Martin L. Perl, 1995 Nobel Laureate in Physics *DISCLAIMER: If you decide to buy this book because of these endorsements, you just got swayed. One of the psychological forces you'll read about in *Sway*