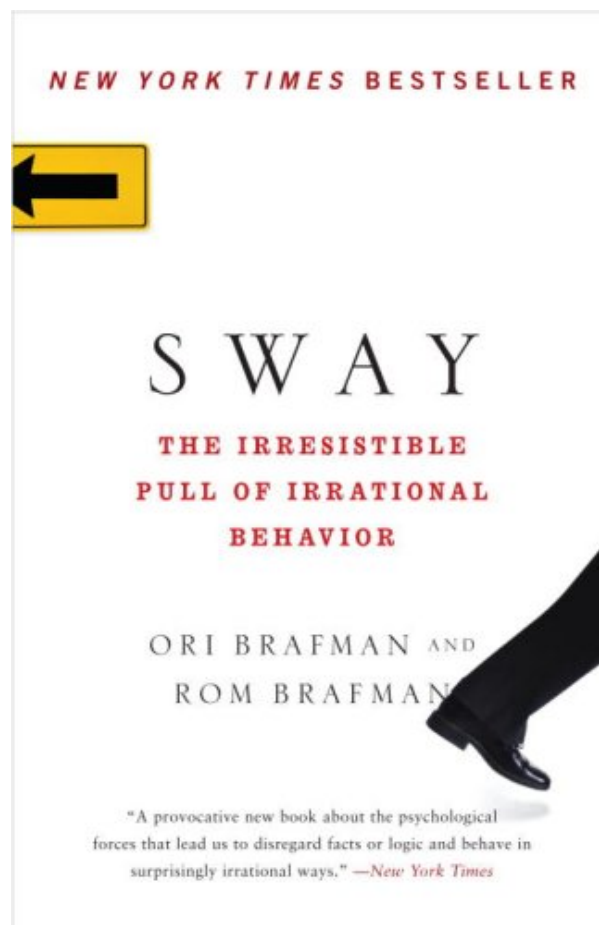


SWAY: THE IRRESISTIBLE PULL OF IRRATIONAL BEHAVIOR BY ORI BRAFMAN, ROM BRAFMAN



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THE IRRESISTIBLE
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"A provocative new book about the psychological forces that lead us to disregard facts or logic and behave in surprisingly irrational ways." —*New York Times*

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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.

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- Number of items: 1
- Dimensions: 7.99" h x .63" w x 5.20" l, .40 pounds
- Binding: Paperback
- 206 pages

Most helpful customer reviews

150 of 163 people found the following review helpful.

Dissapointing Rehash of Other, Better Books

By Rob Hustle

I was excited when I purchased this book. I have read numerous titles in this genre, like Blink, Predictably Irrational, Influence, etc., and I was looking forward to more interesting insights and anecdotes.

Unfortunately, almost the entire book has been covered (in more detail) by the books mentioned above.

I felt like I was reading a cliff's notes version of these previous works, with dumber (but warm!) authors.

If the book was just a regurgitation, I would let it slide. But, in some cases, the authors miss the point entirely.

For instance, when they are discussing the placebo effect, they mention the fact that "Prozac had about the same therapeutic effect" as a placebo (page 97).

They continue that although "the SSRI drugs are clinically ineffective, psychiatrists nevertheless kept diagnosing and prescribing. Once even the most seasoned professionals begin diagnosing, it's very hard to stop." (page 97 cont).

With a wave of the hand, the effectiveness of Prozac is disproven.

Or is it?

If these guys had bothered to read "13 Things That Don't Make Sense" by Michael Brooks, they might have uncovered the REALLY INTERESTING THING about Prozac and the placebo effect.

But no, instead they choose to become examples of the very diagnostic bias that they advocate against.

This is one example. There are many, many more.

Sorry guys... you seem like nice fellows. But c'mon... if you are going to write a book, at least write one I haven't read before.

For any of the readers out there interested in original work, I recommend passing on this one and checking out some of these titles. They are MUCH better:

Influence: The Psychology of Persuasion (Collins Business Essentials)

Predictably Irrational: The Hidden Forces That Shape Our Decisions

Blink: The Power of Thinking Without Thinking

13 Things That Don't Make Sense: The Most Baffling Scientific Mysteries of Our Time

274 of 309 people found the following review helpful.

a decent book-let

By alaska

This is yet another volume in the contemporary genre of books based on a single insight. In this case, the insight is that people often make predictably irrational decisions. This is interesting, and the authors assemble several anecdotes supporting their thesis, but a bit of judicious editing could have distilled their argument into a brief essay. Of course this would have been a less profitable format; one suspects the authors

of exploiting an irrational bias favoring books over articles.

116 of 129 people found the following review helpful.

A Magnetic Read (I've Been Swayed)

By Denise Shiffman

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. Did I pre-judge my employees based on what others had said about them, or their previous jobs? Do I make rash (and possibly dangerous or stupid) choices when I'm committed to a certain plan of action and feel any diversion would be a loss? I certainly look for fairness in my business and personal transactions. But is fairness the key metric? Maybe not.

The book has opened my eyes and mind to new ways of approaching my business activities and relationships and family interactions. Hopefully I will recognize in advance a moment where I might act rash or choose the wrong -- irrational -- path and think again about my choices.

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