

## Sway The Irresistible Pull Of Irrational Behavior

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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.

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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's authors' suggestion that the increase in bipolar diagnoses is related to the modern diagnostic system seems to be reaching. If the DSM-III was the cause of the forty fold increase from 1994 to 2003 in bipolar diagnoses, why did it take more than 14 years to even reach the lower 1994 levels, long before the increase occurred?

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Brafman, O., & Brafman, R. (2008). Sway: The irresistible pull of irrational behavior. Doubleday & Co. Abstract. 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?

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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. The opening chapter set the book's tone for great learning.

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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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