

Sway The Irresistible Pull Of Irrational Behavior

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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 (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 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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