



## Sway: The Irresistible Pull of Irrational Behavior

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By Rom Brafman

Broadway Books. Paperback. Book Condition: New. Paperback. 206 pages. Dimensions: 8.1in. x 5.2in. x 0.6in. 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 20¢ for a 20¢ bill, the head of airline safety whose disregard...



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