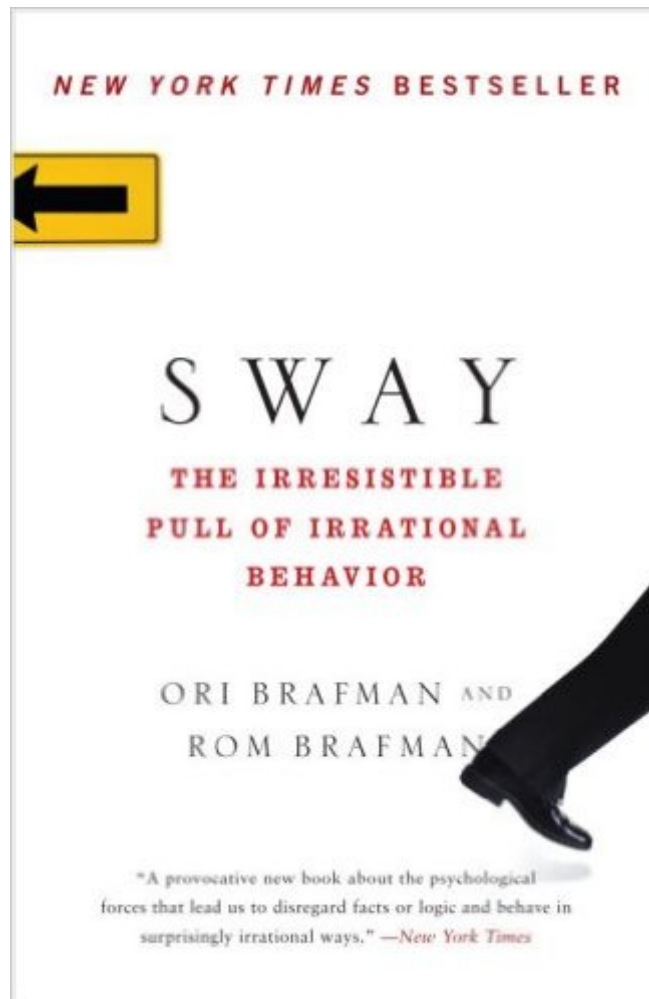


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# Sway: The Irresistible Pull Of Irrational Behavior



## Synopsis

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.

## Book Information

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## Customer Reviews

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.

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