

Sway The Irresistible Pull Of Irrational Behavior Ori Brafman

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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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Book Report – Sway: The Irresistible Pull of Irrational ...
Sway: The Irresistible Pull of Irrational Behavior Paperback – Deckle Edge, June 2 2009 by Ori Brafman (Author), Rom Brafman (Author) 4.3 out of 5 stars 201 ratings See all formats and editions

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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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