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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. [Sway Free Summary by Ori Brafman and Rom Brafman](#)

Ori Brafman, MBA, and Rom Brafman, PhD, speak on the psychology of behavior and group dynamics. Ori works with Fortune 500 companies and the government on organizational issues; Rom's private practice focuses on interpersonal relationships.

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[Ori & Rom Brafman: "Sway: The Irresistible Pull of Irrational Behavior" | Talks at Google](#)

Ori Brafman and his brother Rom Brafman visit Google's Mountain View, CA headquarters to discuss Ori's book "Sway: The Irresistible Pull of Irrational Behavior." This event took place on June 13

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ORI BRAFMAN is the author of the critically acclaimed *The Starfish and the Spider*. A sought-after speaker, he has addressed Microsoft, Amazon, the Stanford Business School, UC Berkeley's Haas School of Business, and the Harvard Business School.

[Sway: The Irresistible Pull of Irrational Behavior: Ori ...](#)

Sway: The Irresistible Pull of Irrational Behavior [Ori Brafman, Rom Brafman] on Amazon.com. *FREE* shipping on qualifying offers. 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.

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Brothers Ori and Rom Brafman explore these burning questions in *Sway: The Irresistible Pull of Irrational Behavior*. In *Sway*, Brafman and Brafman attempt to explore loss aversion, value attribution, and the diagnosis bias in order to explain human behavior which is either irrational or out of the norm.

Ori Brafman | NY Times Bestselling Author

Ori Brafman is a multiple New York Times bestselling author. He specializes in organizational culture, leadership, change, accountability, conflict resolution, and non-kinetic strategy.

Sway: The Irresistible Pull of Irrational Behavior | Psych ...

What Ori and Rom Brafman (a businessman and a psychologist, respectively) show instead is what we all know from Ariely and others before him humans are irrational and will act in irrational ways in many (most?) situations. They call this being swayed, hence the book's title.

Sway: The Irresistible Pull of Irrational Behavior Kindle ...

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Summary and reviews of Sway by Ori Brafman, Rom Brafman

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.

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