

Sway: The Irresistible Pull of Irrational Behaviour



Why are we more likely to fall in love when we feel in danger? Why would an experienced pilot disregard his training and the rules of the aviation industry, leading to the deadliest airline crash in history? Why do we find it near-impossible to re-evaluate our first impressions of a person or situation, even when the evidence shows we were wrong? Discover the answers in Sway. We all believe we are rational beings, yet the truth is that we are much more prone to irrational behaviour than we realise or like to admit. In this compelling book, Ori and Rom Brafman reveal why. Looking at irrational behaviour in fields as diverse as medicine, archaeology and the legal system, they chart the psychological undercurrents that influence even our most basic decisions. In doing so they draw on the latest research in social psychology and behavioural economics to reveal the irresistible forces that sway us all. Sway is a fascinating insight into the way we all behave and will change the way you view the world.

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