

**SWAY: THE IRRESISTIBLE PULL OF IRRATIONAL
BEHAVIOUR**

Christine Trautmann

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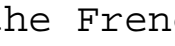
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But if your are looking for something groundbreaking you should look. I really love the French.  The authors take lots of separate examples of irrational behavior and counter-intuitive conclusions, and tie them all together with solid, scientifically satisfying explanations. I recommend, Sway, to readers that read for the sake of education and understanding human nature, whilst also having some comedy incorporated into their learning.

Nov29, YoushaMatin rated it it was amazing Shelves: It is about various forces that drive our decision making, forces that too often sway us in the wrong direction without us even realizing that they are happening. Instead of building up their case based on evidence and support, the authors simply assert their conclusions or the conclusions of the researchers on which they rely?