

Sway The Irresistible Pull Of Irrational Behavior

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“Having a long-term plan—and not casting it aside—is the key to dealing with our fear of loss (loss aversion)“ Ori Brafman Recommended by: Commander Gail Atkins Sway The Irresistible Pull of Irrational Behavior

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waysWe're all susceptible to the sway of irrational behaviors But by better understanding the seductive pull of these forces, we'll be less likely to fall

victim to them in the future IN THIS SUMMARY, YOU WILL LEARN: • How the natural aversion to loss leads many people to ignore

N o o n e j u m p s a t t h e c h a n c e t o l o s e ; s o t o ...

The ce re br u m i s a c u r i o u s o r g a n F r e q u e n t l y w h e n w e b e l i e v e w e ' r e s e t t l i n g o n a s o u n d

MAP SPRING 2020 Course Material List - Marian University

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9780131427921 BUS 495 Business Policy & Strategy Required Strategic Management

A DECISION-MAKING TRAINING FOR YOUR TEAM GARY S ...

SWAY: The Irresistible Pull of Irrational Behavior Brafman and Brafman, Broadway Books, New York 2008 Evidence of Heuristic Traps in
Recreational Avalanche Accidents McCammon, National Outdoor Leadership School, Lander, WY 2002 This document may not ...

COMPASSIONATE COMMUNICATION IN THE WORKPLACE

In the book Sway: The Irresistible Pull of Irrational Behaviors authors Ori Brahman and Rom Brafman present ideas for what causes people to make
irrational decisions, which often lead to conflict One such obstacle is the concept of diagnosis bias The authors write, “the moment we label a person
or a ...

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7 5 2 1 9 Sway: The Irresistible Pull of Irrational Behavior 2 Kahneman, D & Tversky, A (1992) "Advances in prospect theory: Cumulative
representation of ...

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9780131427921 BUS 495 Business Policy & Strategy Required Strategic Management

Recommended Reading November 2018

Sway - The Irresistible Pull of Irrational Behavior: Ori Brafman and Rom Brafman Psychology of decision making, and common reasons we make
errors in judgment More slanted toward the business side of decision making

Bachelor of Arts in Peace and Conflict Studies

2008 Sway: The Irresistible Pull of Irrational Behavior (with Rom Brafman) Broadway Books New York, NY 2010 Click: The Forces Behind How We
Fully Engage with People, Work, and Everything We Do (with Rom Brafman) Crown Business

Required and Recommended Readings

Required and Recommended Readings of the California Agricultural Leadership Program Required reading for the Program: “Leadership and Self-

Deception: Getting Out of the Box”

Know How Network

like I’m prone to do for any project, I wanted to apply the ideas in the book Sway: The Irresistible Pull of Irrational Behavior, by Ori and Rom Brafum. If I behave irrationally naturally, as the authors point out, I may as well behave irrationally in a way that helps achieve my objectives.