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Ori Brafman**

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Sway : The Irresistible Pull of Irrational Behavior by Rom Brafman and Ori Brafman (2009, Paperback) (Paperback, 2009) Author: Ori Brafman, Rom Brafman

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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

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About Carol Sanford Carol Sanford is a business development consultant and educator to Fortune 100 executives and Rock Star Entrepreneurs, the author of the multi

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