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Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do

Ori Brafman, Rom Brafman

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You know the feeling. You meet someone new—at a party or at work—and you just hit it off. There is an instant sense of camaraderie.

In a word, you "click."

From the bestselling authors of *Sway*, *Click* is a fascinating psychological investigation of the forces behind what makes us click with certain people, or become fully immersed in whatever activity or situation we're involved in.

From two co-workers who fall head over heels for each other while out to dinner and are married a month later (and fifteen years later remain just as in love), to a team of scientists who changed the world with the magic of their invention, these kinds of peak experiences, when our senses are completely focused on the moment, are something that individuals—and companies—strive to achieve. After all, when you're in the "zone," you're happier and more productive. Why is it that we click in certain situations and with certain people, but not with others? Can this kind of magical connection be consciously encouraged? Is there a way to create such peak experiences, whether on a date or in your job?

According to Ori and Rom Brafman, there is.

In a powerful, story-driven narrative that weaves together cutting-edge research in psychology and sociology, the Brafmans explore what it means to "click": the common factors present when our brain and senses are fully engaged. They identify five "accelerators" that increase the likelihood of these kinds of magic connections in our work and relationships.

From actors vying for a role on a popular TV series to police officers negotiating with hostage takers, we learn how one can foster an environment where we can click with another person and shape our thinking, behavior, and emotions.

A fascinating journey into how we engage with the world around us, *Click* will transform our thinking about those moments when we are in the zone and everything seems to fall into place.

Acclaim for *Sway*:

"A provocative new book about the psychological forces that lead us to disregard facts or logic and behave in surprisingly irrational ways." *–New York Times*

"A unique and compulsively readable look at unseen behavioral trends." *–Fortune*

"A breathtaking book that will challenge your every thought, *Sway* hovers above the intersection of *Blink* and *Freakonomics*."--Tom Rath, coauthor of the *New York Times* #1 bestseller *How Full Is Your Bucket?*

“[An] engaging journey through the workings—and failings—of the mind…Their stories of senselessness…are as fascinating as the lessons we learn from them.” –*Fast Company*

"Count me swayed--but in this instance by the pull of entirely rational forces. Ori and Rom Brafman have done a terrific job of illuminating deep-seated tendencies that skew our behavior in ways that can range from silly to deadly. We'd be fools not to learn what they have to teach us."--Robert B. Cialdini, author of *New York Times* bestseller *Influence*

"If you think you know how you think, you'd better think again! Take this insightful, delightful trip to the sweet spot where economics, psychology, and sociology converge, and you'll discover how our all-too-human minds actually work."--Alan M. Webber, founding editor of *Fast Company*

From the Hardcover edition.

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