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# Click: The Magic Of Instant Connections

The New York Times Bestselling Authors of *SWAY*



ori brafman and rom brafman

read by rob shapiro  
an unabridged production



## Synopsis

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

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## Book Information

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## Customer Reviews

I purchased this book because the title and general description interested me and seemed like a natural continuation of some other books I read. The book is a short and easy read, but it left me wanting. From the title, I thought it would be a real explanation behind how and why we engage with people, but it was more observational than exploratory. My main issue with the book is that the central thesis of the book isn't at all surprising or thought-provoking. This is what I was able to gather of the major points of the work, which the authors sum up in the last chapter:

1. "Magic matters" - the pleasure center of our brain responds when we connect deeply with someone
2. "There's power in vulnerability" - We have stronger connections with others when we are willing to share more personal experiences with them
3. "A few feet make a big difference" - We are more likely to connect with those in close physical proximity to us than those that are further away from us
4. "Resonance begets resonance" - The closest thing to a salient point I can take from this is that when we give others real attention, they tend to return the favor. This back-and-forth leads to stronger relationships
5. "Similarity counts; quantity trumps quality" - We tend to connect with those who we share similarities with. Perhaps the only really remarkable point I found in this book is that these similarities can be entirely superficial; the most important factor is how many - and not which in particular - similarities we detect.
6. "The environment around us can help foster intimacy" -

Self-explanatory<sup>7</sup>. "Certain people are magnets" - There are some people who tend to connect more easily with others.<sup>8</sup>

The Brafman brothers are back. In their previous bestseller *Sway: The Irresistible Pull of Irrational Behavior*, these two (one a psychologist, the other a business consultant) looked at the hidden mental factors that sometimes get in the way of wholly rational decision making. In *Click*, they turn their attention to the hidden components behind human connections. What are the ingredients that increase likelihood of enduring and trusting connections? Why do some instances lead to 'clicking' and others do not? The Brafmans' survey of the literature has yielded several factors that lend themselves to making personal connections (what they call "click accelerators": vulnerability, proximity, flow, similarity, environment, engagement, and (of course) a little magic. Each chapter is structured around one of these factors, explaining in lay terms the data around how each works to enhance the likelihood of personal connection. To take two of these, let's look briefly at "proximity" and "environment." For the former, the authors detail several studies (one involving police cadets in Maryland, another college students) demonstrating that we are often closest to those who sit, live, or work physically close to us REGARDLESS OF COMMONALITY. In other words, when asked to list the cadets they are closest to, the police cadets consistently chose those who sat and worked near them, and this factor was a more powerful predictor than any other. Now for "environment." Here, the authors' message is that one's surroundings play a crucial role in deciding whether the people in them will form relationships.

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