



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

By Ori Brafman, Rom Brafman

[Download now](#)

[Read Online](#) 

**Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do** By Ori Brafman, Rom Brafman

**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.*

 [Download Click: The Forces Behind How We Fully Engage with ...pdf](#)

 [Read Online Click: The Forces Behind How We Fully Engage with ...pdf](#)

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

By Ori Brafman, Rom Brafman

**Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do** By Ori Brafman, Rom Brafman

**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.*

### **Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman Bibliography**

- Sales Rank: #325720 in Books
- Brand: Crown Business
- Published on: 2011-07-05
- Released on: 2011-07-05
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .50" w x 5.20" l, .39 pounds
- Binding: Paperback
- 224 pages



[Download Click: The Forces Behind How We Fully Engage with ...pdf](#)



[Read Online Click: The Forces Behind How We Fully Engage wit ...pdf](#)

**Download and Read Free Online Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman**

---

## **Editorial Review**

From Publishers Weekly

There is that special moment when two people click, rather than simply meet. The Brafman brothers (Sway) draw on a variety of sources to find the facts behind instant connections. Some are common sense: "When we get cues that we're liked, we're automatically drawn to like the other person in return." Ingredients involved in clicking are categorized into "click accelerators" such as vulnerability, proximity, and similarity. The brothers examine situations such as job interviews, romantic encounters, and even hostage negotiations to reveal how physical proximity enhances the chances of relationship forming. People described as "high self-monitors" (think *The Office*'s Andy Bernard) pick up on social cues and organically adjust their actions to manipulate the ways in which they're perceived. One interviewee who thrives on the social connections that come from traveling, says "even if it was once and you clicked with them, you have all these people sprinkled across the world. It ends up leading to a lot of wonderful opportunities that enrich your life."

Psychology and sociology click into place for an engaging, eye-opening read.

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

Review

"...serious research explained with interesting real life stories and presented in a short concise format. I think you'll click with it too."--**Inc**

*From the Hardcover edition.*

About the Author

**ORI BRAFMAN** is an organizational business consultant. **ROM BRAFMAN** is a psychologist with a private practice in Palo Alto, California. They are the coauthors of the *New York Times* bestseller *Sway*.

## **Users Review**

**From reader reviews:**

**Christopher Helland:**

The book Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do gives you the sense of being enjoy for your spare time. You can use to make your capable more increase. Book can to be your best friend when you getting stress or having big problem using your subject. If you can make reading a book Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do to get your habit, you can get more advantages, like add your capable, increase your knowledge about a few or all subjects. It is possible to know everything if you like wide open and read a reserve Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do. Kinds of book are several. It means that, science publication or encyclopedia or other folks. So , how do you think about this e-book?

**Geneva Milbourn:**

The ability that you get from Click: The Forces Behind How We Fully Engage with People, Work, and

Everything We Do could be the more deep you looking the information that hide inside words the more you get interested in reading it. It does not mean that this book is hard to understand but Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do giving you enjoyment feeling of reading. The author conveys their point in specific way that can be understood simply by anyone who read that because the author of this e-book is well-known enough. That book also makes your current vocabulary increase well. It is therefore easy to understand then can go to you, both in printed or e-book style are available. We advise you for having this specific Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do instantly.

**Rebecca Moreno:**

Reading a e-book can be one of a lot of exercise that everyone in the world really likes. Do you like reading book and so. There are a lot of reasons why people love it. First reading a guide will give you a lot of new information. When you read a reserve you will get new information simply because book is one of various ways to share the information as well as their idea. Second, reading through a book will make an individual more imaginative. When you looking at a book especially hype book the author will bring you to imagine the story how the figures do it anything. Third, you can share your knowledge to other individuals. When you read this Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do, you can tells your family, friends in addition to soon about yours guide. Your knowledge can inspire average, make them reading a publication.

**Kari Hughes:**

You may spend your free time to study this book this publication. This Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do is simple bringing you can read it in the park, in the beach, train in addition to soon. If you did not have much space to bring the actual printed book, you can buy the particular e-book. It is make you easier to read it. You can save the book in your smart phone. And so there are a lot of benefits that you will get when one buys this book.

**Download and Read Online Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman #CLUG7WJ940X**

# **Read Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman for online ebook**

Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman books to read online.

## **Online Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman ebook PDF download**

**Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman Doc**

**Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman Mobipocket**

**Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do By Ori Brafman, Rom Brafman EPub**