

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

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

*Ori Brafman, Rom Brafman*

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**Ori Brafman, Rom Brafman : Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Click: The Forces Behind How We Fully Engage with People, Work, and Everything We Do:

44 of 44 people found the following review helpful. An OK read, but superficial  
By ChrisI 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 7. "Certain people are magnets" - There are some people who tend to connect more easily with others 8. "Quick-set intimacy can bring out the best in us" - We tend to be more comfortable and civil when we are around people who we feel connected to. As the list makes clear, there's very little that's surprising in this book. I like books that make me pause or deeply consider their arguments, but as I read this I just kind of hummed along thinking "yeah, of course that's true" more than not. There were various times where it seemed as if the book would reach some genuinely thought-provoking content, but then it shifted back to a superficial level. For example, in the chapter on point 5, the book started to note that humans can form a strong group sense based even on very shallow traits or characteristic, but never really explored why that is. Overall, it's an alright book, I just expected a lot more than it delivered. 2 of 2 people found the following review helpful. Not worth my time. By Randy Desjardin I will admit, I only got through the first two chapters of this book. As I read the two stories of the people described in those chapters that "clicked", I thought the author just found stories that fit his idea of clicking or connecting and used them to fit his book's theme. I think the book was a cheap read and I could not burden myself to read anymore. I might be wrong and the book turned out to be good for the rest of the book. However, the author lost me in the first two chapters so I give it two stars. 0 of 0 people found the following review helpful. Interesting but not profound. By macr;\\_(?)/macr; I was intrigued by "Click." What's the secret behind clicking and how to I make it happen? After reading this book, I found most of it is common sense. We are more likely to click with people who show us vulnerability, who are physically close to us, who physically touch us, etc. I think it would have been great if it were a 10 week program on how to improve my ability to click, but that is not what this book is all about. We learn what makes us click, how we might improve our chances of clicking, the types of people who easily click (high self-monitors). We don't learn how to be that easily clickable person. How do I become a high self-monitor? The studies were interesting; and although the writing was easy to follow, I found myself at times skimming, because the author took a little too long making the point. The book has the feel of those news shows on TV like "Primetime Live." Interesting enough to read, but not profound.

The science of clicking with another person, mapped out with flow charts and bullet points. A practical person's guide to the magic of connecting. 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