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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

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Synopsis

In a book that combines psychology and sociology with an insightful understanding of human interactions, Ori and Rom Brafman have written a compelling narrative that helps us to understand the magic behind those moments when we form an incredible connection with other people, or which cause us to become fully engaged in whatever we are doing. Drawing from recent research in psychology and sociology, and told through the same kinds of engaging stories that made "Sway" a "New York Times" bestseller, "Click" takes us on a roller coaster journey of discovery into those moments in our lives when we are 'in the zone' - when the rest of the world drops away and everything seems to fall into place. --This text refers to an out of print or unavailable edition of this title.

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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 someone2. "There's power in vulnerability" - We have stronger connections with others when we are willing to

share more personal experiences with them3. "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 us4. "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 relationships5. "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-explanatory7. "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.

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.

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.

Fantastic update on what amounts to Social Influence Theory. Highly recommended read for anyone interested in how to quickly connect.

A good read about what makes people connect (or click) and how to recreate it in our everyday communication to obtain instant rapport.

If you’re a fan of The Tipping Point and Blink, you’re going to love Click! Granted it helps that I have a degree in psychology, so most of the jargon was familiar to me, but I don’t think there’s any point in this amazing review of the research into instant interpersonal connections when the average reader would need to run for the dictionary. The book moves along at a good pace, and the facts are so intriguing that I found myself going back over the same chapter twice on more than one occasion. I’m sure other drivers wondered at my open-mouthed, startled appearance as concepts "Clicked" with me. Finished it and passed it on while I was still pulling disks from the changer. Great book, well-researched and well-written!

This book really resonated with me, it put words around many of my experiences and relational hypotheses. Plus, it is an easy book to read.

I just finished reading Click: The Magic of Instant Connections. It’s a book that tries to answer the question of why do two people click with each other. And I found it extremely edifying. Indeed, I would also say that I "clicked" with the book. (Not only was it interesting, but it was light on the fluff and it was well organized: after each principle of why people "click" was explained, a visual map was shown, explaining how the principle integrated into the bigger picture.). i read tons of pop science book and this one was actually great. i recently posted a detailed summary on my blog.

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