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The 1% Windfall - Rafi Mohammed - Hardcover

The 1% windfall: How successful companies use price to profit and grow. Rafi Mohammed Harper Collins, New York, 2010, paperback, 211 pp., \$27.99, ISBN: 978-0061684326.

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The 1% windfall refers to the large impact on operating profits resulting from small adjustments to price. "A study by McKinsey & Company of the Global 1200 found that if they increased their prices by just 1%, and

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**The 1% Windfall by Rafi
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The 1% Windfall. May 3, 2010
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Mohammed. Two comments
before I dive into my
recommendation. This book
was sent to me by a
publicist who hoped I'd
write about it, and I'm not
finished reading it as I
write this ...

The 1% Windfall

Yes, The 1% Windfall details
how to create a value-based
price which serves as a
foundation for every
company's pricing strategy –
but more importantly this

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book focuses on the strategy of pricing. By strategy, I mean a series of pricing tactics designed to serve more customers (generate growth) as well as earn higher margins from some customers (profit).

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