



The 1% Windfall: How Successful Companies Use Price to Profit and Grow

By Rafi Mohammed

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“This breakthrough ‘how to’ book offers a practical and comprehensive framework that shows companies how to use price to drive profits from diverse customer segments in offensive and defensive (recession, inflation, and new competitor) situations.” — Richard Spaulding, Member of the Board of Directors, Scholastic Corporation

Rafi Mohammed, author of *The Art of Pricing*, shows businesses how to reap financial windfalls and sustain growth using the underexploited and often overlooked strategy of setting prices.

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Editorial Review

From [Booklist](#)

Pricing consultant Mohammed highlights ideas and tactics that build a foundation to create a pricing strategy for every global company, answering the question, How would a 1% increase in price affect operating profits? We learn about the author's concept of value pricing, which is based on how customers make purchase decisions and involves setting prices that capture the value customers place on the product rather than what it costs to manufacture it. The author tells a compelling story of Southwest Airlines and how it has increased revenue by charging more for an added feature that a certain customer segment values. With a goal of win-win for both a company and its customers, the author shares his success story interviews with managers in a wide variety of industries. He concludes with an action plan for a comprehensive pricing strategy and observes, The financial benefits of a 1% price increase . . . illustrate the power of pricing and its direct link to the bottom line. This is an excellent book. --Mary Whaley

Review

"The Art of Pricing is an entertaining primer on how to unlock 'hidden profits' and growth by aligning your product's price with the value customers place on it." (BusinessWeek SmallBiz)

"A valuable insight into the strategic importance of pricing." (Peter W. Olson, Senior Lecturer - Harvard Business School and former Chairman and CEO of Random House)

"This breakthrough "how to" book offers a practical and comprehensive framework that shows companies how to use price to drive profits from diverse customer segments in offensive and defensive (recession, inflation, and new competitor) situations." (Richard Spaulding, Member of the Board of Directors, Scholastic Corporation)

"Pricing volatility will likely be the greatest challenge management will face in the next decade. Rafi Mohammed provides pricing guidance that equips readers to successfully navigate and profit in these uncertain times." (George Stalk, Senior Advisor and Fellow, The Boston Consulting Group)

"Rafi Mohammed uses insightful real-world examples to show how small changes in a company's pricing tactics can lead to big profits. You will profit from this book - and enjoy every minute reading it!" (Michael R. Baye, Bert Elwert Professor of Business Economics at Indiana University & former Director of the Bureau of Economics at the FTC)

"This is a rich resource for not-for-profits. Rafi Mohammed shows how smart pricing tactics can distribute educational and cultural benefits as widely as possible, yet still balance the books. It will change the way you think about pricing." (Joseph C. Thompson, Director, MASS MoCA)

"Pricing consultant Mohammed highlights ideas and tactics that build a foundation to create a pricing strategy for every global company, answering the question, 'How would a 1% increase in price affect operating profits?' This is an excellent book." (Booklist)

"The book offers practical guidelines that any sized company can follow to create a comprehensive pricing plan and increase profits without sacrificing customer loyalty. It's a tricky equation, but Mohammed offers a strategic solution." (Consulting Magazine)

From the Back Cover

Leading pricing expert Rafi Mohammed shows businesses how to reap a financial windfall and foster growth using the underutilized and often overlooked strategy of setting prices.

The 1% Windfall reveals how modest incremental changes to an everyday business practice—pricing—can yield significant rewards. Illustrating the power of pricing, a study of the Global 1200 found that if companies raised prices by just 1%, their average operating profits would increase by 11%. Using a 1% increase in price, some companies would see even more growth in percentage of profit: Sears, 155%; McKesson, 100%; Tyson, 81%; Land O'Lakes, 58%; and Whirlpool, 35%.

The good news is that better pricing is more than simply raising prices. Instead, the key is to offer customers a variety of pricing options. This strategy is win-win: profits to companies and choices for consumers.

But how do executives and managers set the right price? Underpinned by sound empirical research and real-life anecdotes, *The 1% Windfall* addresses this fundamental question. This book offers guidelines that any company—whether a multinational conglomerate, a small business, or even a nonprofit—can follow to create a comprehensive pricing strategy for any product or service. In addition, these versatile techniques and tools provide solutions to avert a slump in a recession, offset the impact of inflation, or battle a new competitor.

The result is a mind-opening, clear blueprint for companies to price for profit and growth.

Users Review

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Anita Pfeifer:

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Archie Moriarty:

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Billy Taylor:

Reading a reserve tends to be new life style with this era globalization. With studying you can get a lot of information that can give you benefit in your life. Together with book everyone in this world can share their idea. Ebooks can also inspire a lot of people. A great deal of author can inspire their very own reader with their story or even their experience. Not only the storyplot that share in the ebooks. But also they write about advantage about something that you need example of this. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that exist now. The authors on this planet always try to improve their ability in writing, they also doing some research before they write to the book. One of them is this *The 1% Windfall: How Successful Companies Use Price to Profit and Grow*.

Pearl Minjares:

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