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The 1 Windfall refers to a study from McKinsey & Company that found that imposing a 1% increase in prices can create an 11% increase in operating profits.

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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 demand remained constant, on average each company's operating profits would increase by 11%."

**The One Percent Windfall - The Key Point**

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The 1 Windfall (2010) introduces the often-overlooked strategy of price setting and shows how companies can grow even further by making smart pricing decisions. How can a firm not only survive but also thrive amid stiff market competition or even inflationary periods or a recession?

**The 1 Windfall by Rafi Mohammed - Blinkist**

The 1 Windfall. May 3, 2010 Leave a Comment. This week's Resource Recommendation: The 1 Windfall: How Successful Companies Use Price to Profit and Grow by Rafi 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 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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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

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