



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

From reader reviews:

Consuelo Collier:

This *The 1% Windfall: How Successful Companies Use Price to Profit and Grow* book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is definitely information inside this e-book incredible fresh, you will get facts which is getting deeper you actually read a lot of information you will get. This *The 1% Windfall: How Successful Companies Use Price to Profit and Grow* without we know teach the one who looking at it become critical in thinking and analyzing. Don't become worry *The 1% Windfall: How Successful Companies Use Price to Profit and Grow* can bring when you are and not make your handbag space or bookshelves' turn into full because you can have it inside your lovely laptop even telephone. This *The 1% Windfall: How Successful Companies Use Price to Profit and Grow* having excellent arrangement in word and layout, so you will not really feel uninterested in reading.

Mark Sawyers:

As people who live in the particular modest era should be upgrade about what going on or information even knowledge to make them keep up with the era that is always change and make progress. Some of you maybe may update themselves by examining books. It is a good choice for you personally but the problems coming to anyone is you don't know what kind you should start with. This *The 1% Windfall: How Successful Companies Use Price to Profit and Grow* is our recommendation to help you keep up with the world. Why,

because book serves what you want and need in this era.

Miranda Wenger:

A lot of people always spent all their free time to vacation or go to the outside with their household or their friend. Are you aware? Many a lot of people spent their free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity that is look different you can read a book. It is really fun for you personally. If you enjoy the book that you simply read you can spent all day long to reading a book. The book *The 1% Windfall: How Successful Companies Use Price to Profit and Grow* it is very good to read. There are a lot of individuals who recommended this book. We were holding enjoying reading this book. Should you did not have enough space to develop this book you can buy the actual e-book. You can m0ore very easily to read this book from a smart phone. The price is not too expensive but this book possesses high quality.

Isaac Lewis:

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