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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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In March of 2020, an Iowa security guard named Shane Saxen, 31, collected \$1

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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%. ” .

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The 1% Windfall by Rafi Mohammed - Blinkist

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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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