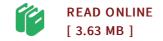


The 1% Windfall: How Successful Companies Use the Power of Pricing

By Rafi Mohammed

HarperCollins Publishers Inc. Hardback. Book Condition: new. BRAND NEW, The 1% Windfall: How Successful Companies Use the Power of Pricing, Rafi Mohammed, In "The Art of Pricing", Rafi Mohammed gave readers advice on setting prices. In this essential follow up, he takes them to the next level, teaching them how to use price as a competitive strategy. A study of the Global 1200 found that if companies increased prices by just 1 percent, their average operating profits would increase by 11 percent. Using small incremental changes in price, Fortune 200 companies would see enormous growth in percentage of profit: Amazon, 40 percent; Aramark, 30 percent; Archer Daniels Midland, 19 percent; AMR, 68 percent; Boeing, 19 percent; Ingram Micro, 83 percent; McKesson, 82 percent; Wal Mart, 22 percent. Unfortunately, most companies have no clue how to capitalise on the direct link between pricing and profits. 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, offering guidelines any company-whether a multi-national conglomerate, a small business, or even a non-profit can follow to create a comprehensive pricing strategy for any product and service. In addition, these techniques...



Reviews

Great electronic book and valuable one. It really is simplistic but surprises within the fifty percent from the book. Its been printed in an extremely simple way in fact it is merely right after i finished reading this publication by which in fact modified me, change the way i really believe.

-- Dr. Bethany Lindgren

It in one of my favorite book. Sure, it is actually engage in, nonetheless an interesting and amazing literature. I am happy to let you know that this is basically the finest book i have got study inside my very own existence and might be he finest publication for ever.

-- Randal Reinger

Other eBooks



The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to give your child an academically rigorous, comprehensive...



The Mystery at Draculas Castle: Transylvania, Romania

Around the World in 80 Mysteries. Paperback. Book Condition: New. Paperback. 133 pages. Dimensions: 7.3in. x 5.1in. x 0.9in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an easy, effective, and...

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Goodparents.com: What Every Good Parent Should Know About the Internet (Hardback)

Prometheus Books, United States, 2000. Hardback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. The Internet may now be the most powerful, single source of information in the world, and with an estimated 200 million computers in...



The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds

Anness Publishing. Paperback. Book Condition: new. BRAND NEW, The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds, Nicola Baxter, Geoff Ball, This is a super-size first reading book for 3-5 year olds, with an engaging story, colourful pictures...



Zach Apologizes

Free Spirit Publishing Inc.,U.S. Hardback. Book Condition: new. BRAND NEW, Zach Apologizes, William Mulcahy, When Zach shoves his little brother to the floor, he knows he did something wrong. Even so, it's hard to apologize--especially when Alex kind of deserved it! Like...

PDF	

Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it? (Paperback)

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....