



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...



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