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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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