

# The 1 Windfall How Successful Companies Use Price To Profit And Grow

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The 1% Windfall reveals how modest incremental changes to an everyday business practice—pricing—can yield significant rewards.

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The 1% Windfall (2010) introduces the often-overlooked strategy of price setting and shows how companies can grow even further by making smart pricing decisions. How can a firm not only survive but also thrive amid stiff market competition or even inflationary periods or a recession?

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