

“It's unwise to pay too much, but it's unwise to pay too little. When you pay too much you lose a little money that's all.

When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing you bought it to do.

The common law of business balance prohibits paying a little and getting a lot. It can't be done. If you deal with the lowest bidder, it's well to add something for the risk that you run. And if you do that you'll have enough to pay for something better.

”

”

There is hardly anything in the world today that some man cannot make just a little cheaper - and just a little worse. And the people who buy on price alone are this man's lawful prey.

John Ruskin
1819-1900

”