



## “Prices” by John Ruskin

*It's unwise to pay too much. But it's worse to pay too little.*

*When you pay too much, you lose a little money, that is all.*

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

*The common law of business balances prohibits paying a little and getting a lot.*

*It can't be done.*

*If you deal with the lowest bidder it is well to add something for the risk you run.*

*And if you do that, you will have enough to pay for something better.*

*There is hardly anything in the world that someone can't make a little worse and sell a little cheaper – and people who consider price alone are this man's lawful prey.*