

## The Law of Business, by John Ruskin ~ 1819-1900:

*“There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider price alone are that person’s lawful prey.*

*It’s unwise to pay too much, but it is also unwise 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 is 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 is well to add something for the risk you run.*

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