

## **The Common Law of Business Balance**

**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 things it was bought 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.**

**John Ruskin  
1819-1900**

