

Cheap – moi ?

My wife calls me 'cheap' but I know that she loves me and that she does this to wind me up and yes she succeeds, because I think of myself as someone who hates 'cheap' and loves 'value'.

So what's the difference or am I just playing with semantics ?

OK, I agree there are subtleties at play here, but bear with me and I'll endeavour to bring an element of clarity to an otherwise murky topic.

Examples of 'cheap';

- *Buying no name sneakers based on the price* - when you could just as easily buy last years Name Brand at knock down prices
- *Booking 2 star hotels before you cruise* - when you could book a 5 star hotel at a 3 star price if you did your homework on the internet first
- *Cruising on mass market ships that offer 12 buffets a day in lieu of real food and service* - when cruises on quality cruise lines often charge only a fraction more than the cheap ones

Examples of 'value';

- Have a chauffeur meet you when you arrive somewhere [anywhere] for just a few dollars more than a cab
- Ordering 'bespoke' business shirts that fit properly and last longer than the 'made in china' variety that we have in our stores nowadays
- RM Williams boots: comfortable from the day you first introduce your feet to them to the day that you take them back for replacement soles because you never took them off

AND one last comment before we leave this topic .. **DISCOUNTS** .. did you ever meet anyone that actually paid the full price to take a cruise – fly across the globe – or stay at a hotel .. Now why is that ?

Would more people get out and see the world if we simply advertised the real price to start with ?

And that's my 'slant on life'..