

The Cult of Cheap is powerful and pervasive. Its devotees practise a kind of doublethink where cheap and nasty is *good*, and high quality is *rubbish*.

They'd rather replace the same cheap product many times over than buy a better one that will last a lifetime.

The Cult of Cheap has an Achilles' Heel – *satisfaction*. Are its adherents *really* satisfied with their choices?

