

Calculated Figures

Inventory Reduction Sale

We are in a difficult situation. We are victims of the pricing schemes that our book printers and CD duplicators offer us—things like \$3000 to print 400 books and \$3020 to print 800 books. Not once have we been able to resist the temptation to order more than we really need just because the average price is so good. Now, even though our books and CDs have sold well, our basement shelves are filled almost to the basement door with boxes of books and CDs that will probably pass to our children as part of our estate.

Hence, the sale.

We encourage you to stock up while you can; or form cooperatives to buy in bulk; or give our books and CDs as holiday gifts to your employees.

But please hurry, because we have some old furniture we want to put in the basement, but there is no room.

The schedule of quantity discounts is on the regular *Order Form*.

Please Note:

I have tried to make this pricing scheme as complicated as possible, following the advice of one of my graduate school professors. He was guiding us through a very dense research paper. When I finally caught on to the basic idea of the paper, I asked him why the author had not simply said (and then I gave what I thought was a straightforward sentence expressing the author's point). My teacher's answer surprised me. He said

“Good point, but that's just not the way it is if you want to impress people. Unfortunately, there is a level of simplicity at which, if you write, you will not get published.”

In that spirit, I have modeled my discount pricing scheme on the Federal Tax Code, but I have turned it on its head to your advantage—the more you buy in my scheme, the higher is your discount rate (rather than, the more you earn, the higher is your tax rate). You can get up to 45% off.

I hope you will be duly impressed with the complexity of what I have created and buy a lot of stuff.