

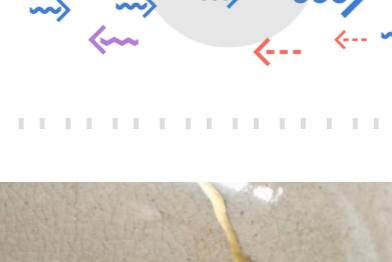
# Ideas, insights, inspiration, provocations, and lessons

What we've learned from solving marketing challenges for the world's most innovative businesses

## Strategy for non-strategists

Seven methods for bringing strategic thinking into your agency discipline, no matter what you do.

**Jon Itkin**  
Director of Strategy



## The art of fixing what's broken

What Kintsugi teaches us about solving creative problems.

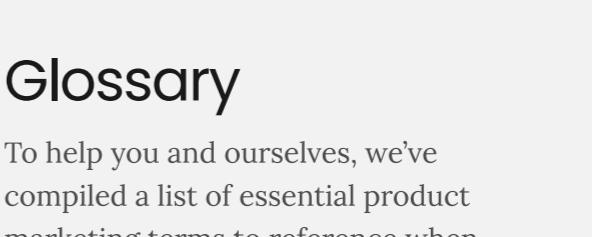
**Andrew Kessler**  
CEO



## Insight: I do not think that word means what you think it means

It's not data. It's an imaginative understanding of an opportunity.

**Liz Chatterton**  
Writer



## Glossary

To help you and ourselves, we've compiled a list of essential product marketing terms to reference when proposal-building, client-conversing, and project-selling.

## Everything is gamified but nothing is play

The attempt to make everything fun has created an uncanny valley of not-quite-work, never-quite-play.

**Steve Bryant**  
Head of Content



## 37 Mistakes this creative agency made in the last three years

Our impressive list of slip ups, screwups, and WTFs (and what we've learned from them) spanning the lifespan of our agency and every business function.

**Joe Lazar**  
President



## Don't let your mechanic write your love letters

The surprising reason nobody cares about your beautiful content site.

**Steve Bryant**  
Head of Content



## You can't solve a verb problem with a noun solution

Products don't solve workflows. People solve workflows.

**Steve Bryant**  
Head of Content



## You should be making content like you make software

Your product works because you get user feedback and adjust accordingly. Your content does not work because you get very little user feedback and, accordingly, can't adjust.

**Steve Bryant**  
Head of Content



## Building for transport

What the humble shipping container can teach you about brand marketing.

**Steve Bryant**  
Head of Content



## The framework for consistently creating great ideas

Frameworks first, ideas second.

**Steve Bryant**  
Head of Content



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