Do the basic job well

As marketers lose their collective shit for the 42,435th occasion - this time over Al - a quick reminder of last year's belle of the idiots ball: The Metaverse. Remember that "revolution".

I know they aren't the same thing but marketing has form. An unhealthy obsession with the pornography of change at the expense doing a good, basic job in the present.

Newer Older

Monday, 6th November 2023

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Tuesday, 3rd October 2023

Great design systems

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