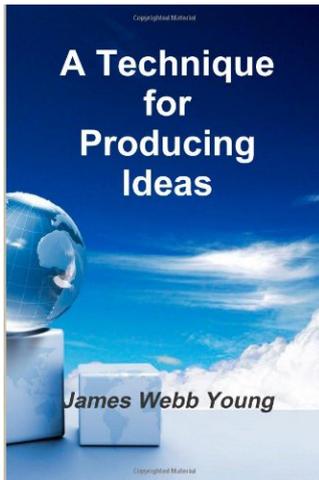


# [PDF] A Technique For Producing Ideas

James Webb Young - pdf download free book

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**Books Details:**

Title: A Technique for Producing Ide

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## Description:

### From the Back Cover

**A step-by-step technique for sparking breakthrough creativity in advertising--or *any* field**

Since its publication in 1965, *A Technique for Producing Ideas* has helped thousands of advertising copywriters smash through internal barriers to unleash their creativity. Professionals from poets and painters to scientists and engineers have also used the techniques in this concise, powerful book to generate exciting ideas on demand, at any time, on any subject. Now let James Webb Young's unique insights help you look inside yourself to find that big, elusive idea--and once and for all lift the veil of mystery

from the creative process.

"James Webb Young is in the tradition of some of our greatest thinkers when he describes the workings of the creative process. The results of many years in advertising have proved to him that the key element in communications success is the production of relevant and dramatic ideas. He not only makes this point vividly for us but shows us the road to that goal."

--William Bernbach, Former Chairman and CEO, Doyle Dane Bernbach Inc.

--This text refers to an alternate edition.

### **About the Author**

**James Webb Young** was a driving force behind the creation of the modern advertising industry, and is one of advertising's most honored educators and practitioners.

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A Technique for Producing Ideas. A McGRAW-HILL Advertising Classic. James webb young. An idea, I thought, has some of that mysterious quality which romance lends to tales of the sudden appearance of islands in the South Seas. There, according to ancient mariners, in spots where the charts showed only deep blue sea, there would suddenly appear a lovely atoll above the surface of the waters. A Technique for Producing Ideas by James Webb Young was first presented to graduate students in advertising in Chicago in the 1940's before being published in the 1960's. More a long form essay, it outlines a simple five step process designed to kick start creativity. From the foreword by William Bernbach of DDB fame: "James Webb Young conveys in his little book something more valuable than the most learned and detailed texts on the subject of advertising. For he is talking about the soul of a piece of communication and not merely the flesh and bones. He is talking about the idea. A chemist ca A Technique for Producing Ideas reveals a simple, sensible idea-generation methodology that has stood the test of time. First presented to students in 1939, published in 1965, and now reissued for a new generation of advertising professionals and others looking to jump-start their creative juices, this powerful guide details a five-step process for gathering information, stimulating imagination, and recombining old elements into dramatic new ideas. A Technique for Getting Ideas. By James Wood Young. Prefatory note \_3 how IT started \_4 the pareto In A Technique for Producing Ideas, Webb offers what he characterizes as a "simple, five-step formula anyone can use to be more creative in business and in life! " Although the process itself is indeed simple, completing it to achieve the given results is a wholly different matter. Webb's focus is on the process by which to generate ideas. A Technique for Producing Ideas. 26 Pages 2003 326 KB 3,747 Downloads English. by James Webb Young. A McGraw-Hill Advertising Classic A Technique for Producing Ideas reveals a simple, sensible idea-generation methodology How to think like Leonardo Da Vinci : seven steps to genius every day. 2004 7.52 MB 42,987 Downloads New! Genius is made, not born. And human beings are gifted with an almost unlimited potential for learning and creativity. No It's Not How Good You Are, It's How Good You Want to Be: The world's best selling book. 132 Pages 2003 1.93 MB 19,222 Downloads New! It's Not How Good You Are, It's How Good You Want to Be is a handbook of how to succeed in the world - a pocket