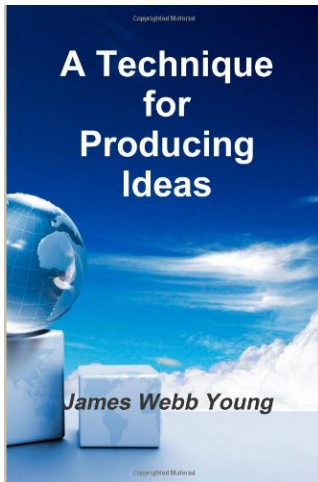


# [PDF] A Technique For Producing Ideas

James Webb Young - pdf download free book

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**Books Details:**

Title: A Technique for Producing Ide

Author: James Webb Young

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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 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 A Technique for Producing Ideas. Reading Time: 5 minutes. In the foreword to James Webb Young's book, A Technique for Producing Ideas, Keith Reinhard asks, "How can a book first published in the 1940s be important to today's creative people on the cutting edge?" The answer lies in the question that inspired Webb's book, "How do you get ideas?" Webb argues that the production of ideas is a process, just like the production of cars. The production of ideas, too, runs on an assembly line; that in this production the mind follows an operative technique which can be learned and controlled; and the Case in point: Last week's wonderful field guide to creativity, Dancing About Architecture, mentioned in passing an intriguing old book originally published by James Webb Young in 1939 "A Technique for Producing Ideas (public library), which I promptly hunted down and which will be the best \$5 you spend this year, or the most justified trip to your public library." \* \* \* Years later, upon reissuing A Technique for Producing Ideas, Young recounted the many letters he had gotten from "poets, painters, engineers, scientists, and even one writer of legal briefs" who had found his technique empowering and helpful. But what's perhaps most interesting is the following note he made to the postscript of a reprint 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