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# A Technique for Producing Ideas (Advertising Age Classics Library)

*James Young*

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A **McGraw-Hill** ADVERTISING CLASSIC

# A Technique for Producing Ideas

FOREWORD BY  
WILLIAM  
BERNBACH II

**JAMES WEBB YOUNG**

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**James Young : A Technique for Producing Ideas (Advertising Age Classics Library)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Technique for Producing Ideas (Advertising Age Classics Library):

0 of 0 people found the following review helpful. Still relevant  
By Rick Yvanovich  
Picked this up on the spur of the moment. Written in the 1940s but still has meaning and relevance today.  
0 of 0 people found the following review helpful. Jump start  
By Aaron McLoughlin  
If you are looking for the holy grail of ideas this may not be what you thought you'd learn. But, as with other classics like how to read a book, James Young has detailed clearly and concisely the principles and steps you can take to produce great ideas. It helps explain why taking long walks (with a note pad or dictaphone) are so useful for revealing ideas. I find shaving in the shower an excellent place as well, but jotting notes down is less easy. If you are in the business of discovering ideas and presenting the solutions (and thanks again to the giants whose shoulders you are walking on and reordering the ideas of others into new formulations and orbits) you should buy this book. It reveals a technique you can make to work for you.  
1 of 1 people found the following review helpful. Booklet - fine ; Shipping - not so good  
By Terry  
Simple, short "how to" info - knew what I was getting since I previously owned the booklet. The advice works. Have used the techniques for years - from memory. Didn't want to test my recall any more. Which brings me to 's(?) shipping policies. I ordered 2 booklets (which weighed approx. 3ozs and measured 5"x8"x1/4" thick - combined); and they were sent usps in a single mailing envelope. The shipping cost to me was based on 2 shipments, when it was sent as one - at a distance of less than 200 miles (which took 11 days to arrive). If I had sent them anywhere in the USA under the same cover it would have cost me less than half the single shipment charge. When the seller/shipper was confronted with these facts, I was told that the overcharges were to pay for any shipping losses they might accrue in other book sales. As a small businessman, I never realized 'ripoffs' were so easily explained.

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.