

smettere di fumare con il metodo resap liberarsi dalla schiavit della

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Ebook free A technique for

producing ideas james webb

young [PDF]

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Advertising Creativity What's the Big Idea?

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A Technique for Producing Ideas

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2003-02-11

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
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relevant and dramatic ideas he not only makes this point

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vividly for us but shows us the road to the goal which
bernbach former chairman and ceo doyle dane bernbach inc

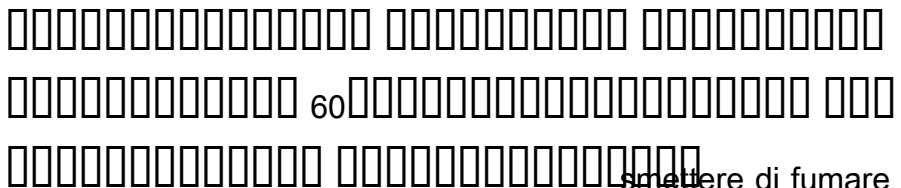
A Technique for Producing Ideas

2018-05-06

this is james webb young s seminal text on creative thinking
written with the clarity knowledge and experience of a skilled
advertising man a technique for producing ideas is a step by
step technique for sparking creativity in any field



1988-04



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2016-07-20

james webb young was the first ever chairman of the advertising council and he also served as the vice president of the j walter thompson jwt company beyond this he had great influence over the development and evolution of the early days of the ad industry in 1946 he was named advertising man of the year he was also recognized for his war time impact on the ad industry as he was named as the recipient of the advertising awards gold medal for outstanding achievements of a lifetime what the book covers how it started mr young reveals what prompted him to create a technique for producing ideas the formula of experience he explains how he came to realize and identify the mind s

operative technique for generating ideas as effectively and efficiently as an assembly line the pareto theory mr young

discusses italian sociologist pareto best known for his 80 20 theory pareto strongly believes there are two classes of people

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in this world the creatives and the squares the creative types

called speculators by pareto are defined by a constant
interest in the possibilities of new combinations the other type
rentiers are described as conservative steady habitual people
pareto believes that the creatives manipulate the squares
training the mind the importance of training your mind in the
art of producing ideas using method and principles combining
old elements an idea is nothing more nor less than a new
combination of old elements mr young believes this is the
most important principle in a technique for producing ideas he
then reveals the second most important principle which
allows one to make new combinations of old elements and
that is the ability to see relationships between disparate
things ideas are new combinations this chapter introduces
you to the method the method or idea producing technique is
made up of 5 steps step 1 discusses gathering general and
specific raw material specific raw material is information that
centers on your idea the product s specs features benefits

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competition and marketability general knowledge is important
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as it gives you more raw material to work with in using

relationships and making new combinations the mental
digestive process this chapter explores the second step of
the technique this involves mulching and digesting the raw
material you have gathered young explains you must feel
your way through each bit of knowledge turning it over and
over in your mind then extracting multiple meanings and
significances like a jigsaw puzzle you play with different bits
of ideas to see how they fit together you will need a notebook
to transcribe your thoughts and half ideas as they come to
you sleep is the third stage letting go allows your
unconscious mind to deal with it constantly thinking about it
the fourth step discusses how new ideas just appear when
you least expect them through the entire process of gathering
data mulling over your information engaging in other activities
your mind will create new ideas without any warning the final
stage this final stage is your reality check time you must test
edit refine and polish your idea this is the time to take your
new idea and hold it up to the harsh light of reality some after

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thoughts mr young reveals his own personal experiences with
these techniques and re emphasizes how new knowledge
and experience can lead to new ideas and profitable rewards
why are some people capable of producing great new ideas
on demand the book closes with examples and testimonials
of past readers and how his method has worked for them you
will also receive information on recommended books to
further your understanding of the idea producing process

A Technique for Producing Ideas

2013

this concise and powerful book lifts the lid on the creative
process and eloquently details the steps needed to create
exciting new ideas advertising copywriters engineers poets
painters and scientists have all benefited from its text to

make creative breakthroughs advertising trailblazer william
bernbach wrote james webb young conveys in his little book
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schiavit della sigaretta in modo facile e indolore salute e benessere

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texts on the subject of advertising in the young in the tradition

of some of our greatest thinkers when he describes the
workings of the creative process table of contents how it
started the formula of experience the pareto theory training
the mind combining old elements ideas are new combinations
the mental digestive process constantly thinking about it the
final stage some after thoughts

A Technique for Producing Ideas

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2005-07

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this is the classic cigarette thinking written with the brains

knowledge and experience of a skilled advertising man a
technique for producing ideas is a step by step technique for
sparking creativity in advertising or any other field

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2012-05-14

a technique for producing ideas a technique for getting ideas
this book is a result of an effort made by us towards making
a contribution to the preservation and repair of original classic
literature in an attempt to preserve improve and recreate the
original content we have worked towards 1 type setting
reformatting the complete work has been re designed via
professional layout formatting and type setting tools to re
create the same edition with rich typography graphics high
quality images and table elements giving our readers the feel
of holding a fresh and newly reprinted and or revised edition

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whole driven by our beliefs we are grateful to our readers for
putting their faith in us and accepting our imperfections with

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