Ebook free A technique for producing ideas james webb young [PDF]

A Technique for Producing Ideas A Technique for Producing Ideas [illegible] A Technique for Producing Ideas A Technique for Producing Ideas A Technique for Producing Ideas [illegible] A Technique for Producing Ideas A Technique for Producing Ideas - A Technique For Producing Ideas A Technique For Producing Ideas [illegible] [illegible] [illegible] [illegible] A Tecnique for Producing Ideas [illegible] [illegible] Advertising Creativity What's the Big Idea? [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] GIVE & TAKE [illegible] [illegible] [illegible] [illegible]1[illegible]([illegible]) [illegible] [illegible] WHY[illegible] [illegible] [illegible] [illegible] [illegible]

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A Technique for Producing Ideas

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 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

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

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A Technique for Producing Ideas

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 kinds of people

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 competition and marketability general knowledge is important

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as it gives you more raw material to work with in seeing 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

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 something more valuable than the most learned and detailed

texts on the subject of advertising in young is 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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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 something more valuable than the most learned and detailed texts on the subject of advertising mr young is 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

2019-02-09

this is the classic 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 advertising or any other field

A Technique for Producing Ideas -

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 as opposed to other scanned printed optical character

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explores where new ideas come from how to evaluate which ideas are worth pursuing and how to customize ideas to suit and organization s unique needs

A Tecnique for Producing Ideas

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Advertising Creativity

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