



A Technique for Producing Ideas (Advertising Age Classics Library)

By James Webb Young

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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.

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Editorial Review

From the Back Cover

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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.

Users Review

From reader reviews:

Frances Lockhart:

Reading a guide tends to be new life style within this era globalization. With looking at you can get a lot of information that could give you benefit in your life. With book everyone in this world could share their idea. Publications can also inspire a lot of people. Many author can inspire their reader with their story as well as their experience. Not only the storyline that share in the ebooks. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book which exist now. The authors on earth always try to improve their ability in writing, they also doing some analysis before they write for their book. One of them is this A Technique for Producing Ideas (Advertising Age Classics Library).

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