

A **McGRAW-HILL** ADVERTISING CLASSIC

# A Technique for Producing Ideas

FOREWORD BY  
WILLIAM  
BERNBACH

**JAMES WEBB YOUNG**

# A Technique For Producing Ideas

**RJ Shavelson**



## **A Technique For Producing Ideas:**

**A Technique for Producing Ideas** James Young, 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** James Webb Young, 1984 **A Technique for Producing Ideas** James Webb Young, 2015-07-31 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 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** James Webb Young, 2012-05-09 James Webb Young 1886 1973 was an American advertising executive who was inducted into the American Advertising Federation Hall of Fame Young received many honors and awards including the Advertising Man of the Year Award

**A Technique For Producing Ideas** Young, 2004-07-01 **A Technique for Producing Ideas** James Young, 2003-01-21 A McGraw Hill Advertising Classic 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 Producing Ideas** James Webb Young, 1953 **A Technique for Producing Ideas** James Young, 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 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* James Webb Young, 2019-02-09 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** - James Young, 2012-05-14 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](#) James Webb Young, 2019-11-20 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 Recognition OCR reproductions 2 Correction of imperfections As the work was re created from the scratch therefore it was vetted to rectify certain conventional norms with regard to typographical mistakes hyphenations punctuations blurred images missing content pages and or other related subject matters upon our consideration Every attempt was made to rectify the imperfections related to omitted constructs in the original edition via other references However a few of such imperfections which could not be rectified due to intentional unintentional omission of content in the original edition were inherited and preserved from the original work to maintain the authenticity and construct relevant to the work We believe that this work holds historical cultural and or intellectual importance in the literary works community therefore despite the oddities we accounted the work for print as a part of our continuing effort towards preservation of literary work and our contribution towards the development of the society as a whole driven by our beliefs We are grateful to our readers for putting their faith in us and accepting our imperfections with regard to preservation of the historical content HAPPY READING

**Adman's Dilemma** Paul Rutherford, 2018-01-01 The Adman s Dilemma is a cultural biography that explores the rise and fall of the advertising man as a figure who became effectively a licensed deceiver in the process of governing the lives of American consumers Apparently this personage was caught up in a contradiction both compelled to deceive yet supposed to tell the truth It was this moral condition and its consequences that made the adman so interesting to critics novelists and eventually filmmakers The biography tracks his saga from its origins in the exaggerated doings of P T Barnum the emergence of a new profession in the 1920s the heyday of the adman s influence during the post WW2 era the later rebranding of the adman as artist until the apparent demise of the figure symbolized by the triumph of that consummate huckster Donald Trump In The Adman s Dilemma author Paul Rutherford explores how people inside and outside the advertising industry have understood the conflict between artifice and

authenticity The book employs a range of fictional and nonfictional sources including memoirs novels movies TV shows websites and museum exhibits to suggest how the adman embodied some of the strange realities of modernity *Growing Great Ideas: Unleashing Creativity at Work* Karen (Sieczka) Eugenio, 2008-07-29 Generating new ideas is not a magical process There are many ways to stimulate ideas and creativity work by getting into a creative state of mind *Growing Great Ideas Unleashing Creativity at Work* is a training guide providing easy inexpensive ways to help ideas to flow more freely at work and train employees to think creatively to improve the bottom line The book explores ideas and innovations defines creativity s many faces identifies barriers and establishes the foundation to unleash problem solving skills and creative potential build teamwork find new and improved processes and turn business challenges into business opportunities Show your employees the way bring enthusiasm and fun and most importantly IDEAS back to work with *Growing Great Ideas Unleashing Creativity at Work* **Principles of Advertising** Monle Lee, Carla Johnson, 2005 The authors present an integrated marketing approach to contemporary advertising This new edition has been substantially updated to take account of the changes in the advertising industry that have marked the advent of the 21st century *Bureau of Ships Journal* , 1960

**Quality Improvement Tools** , 1992 **The Screenplay Business** Peter Bloore, 2013 The development of a film script is a long and complex process initially creatively driven by the writer but managed by a producer or development executive This text examines the process and considers how to create the best processes and environments for developing stories and concepts for film **How to Get Ideas** Jack Foster, 2007-05-01 This new expanded second edition shows you no matter your age or skill your job or training how to come up with more ideas faster and easier Jack Foster s simple five step technique for solving problems and getting ideas takes the mystery and anxiety out of the idea generating process It s a proven process that works You ll learn to condition your mind to become idea prone utilize your sense of humor develop your curiosity visualize your goals rethink your thinking and overcome your fear of rejection This expanded edition of the inspiring and enlightening classic features new information on how to turn failures to your advantage and how to create a rich idea inducing environment Dozens of new examples and real life stories show that anyone can learn to get more and better ideas

**Advertising Design and Typography** Alex W. White, 2015-09-01 This comprehensive overview of advertising design strategies helps students and professionals understand how to create ads that cut through the clutter Design principles such as unity contrast hierarchy dominance scale abstraction and type image relationships are thoroughly discussed Chapters also cover Researching your client and your audience What makes an ad successful Getting the audience s attention in a crowded marketplace Researching your client and your audience The importance of consistent branding and identity The difference between print advertising billboards the web television and radio Advertising design versus editorial design Also included is an extensive section on typography with essential information on how type is perceived by readers typographic history principles and practice Complete with over fifteen hundred examples and illustrations of outstanding advertising design from

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