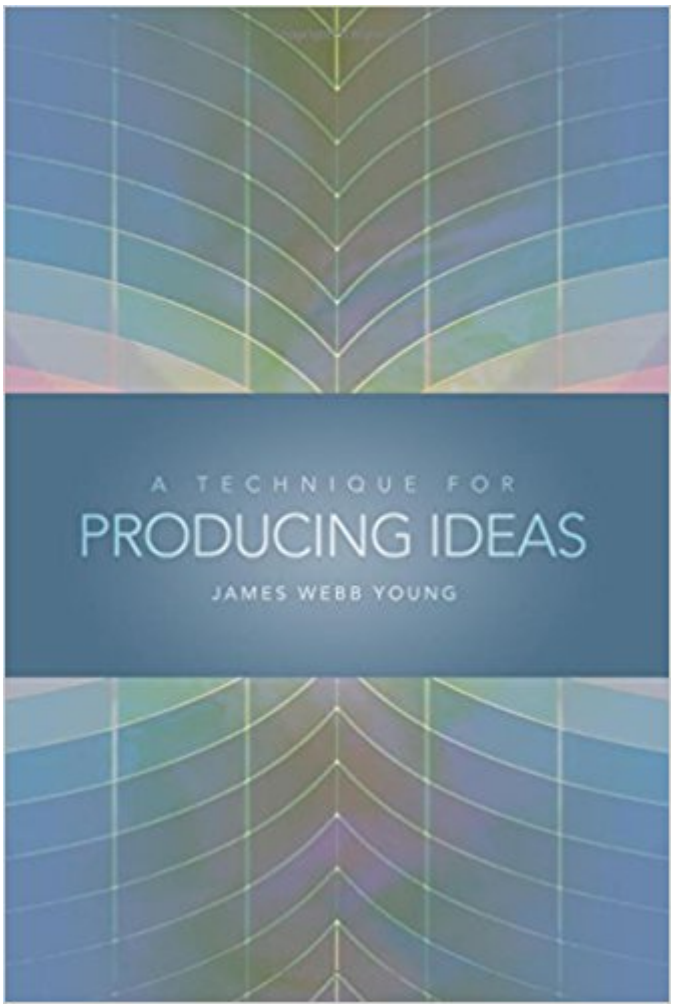
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A Technique For Producing Ideas



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Synopsis

This is the original version of Young’s seminal work on creativity. It offers practical advice on idea creation from an advertising industry icon who was inducted into the American Advertising Federation Hall of Fame, and served as the First Chairman of The Ad Council. It examines the creative process and ways to produce ideas for everyone from copywriters to artists. This version has been custom-formatted for Kindle and checked for typos. It includes an interactive table of contents.

Book Information

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Customer Reviews

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.

--This text refers to an out of print or unavailable edition of this title.

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. --This text refers to an out of print or unavailable edition of this title.

I read about this in a wonderful curated blog called "Brain Pickings." I suggest anyone who enjoys life, literature and just plain thinking, will enjoy it. Years ago, too, I attended a great class through UCLA Extension on the Creative Process. Taught by a psychologist, he outlined over the course of weeks, what this book distills in a few pages. Not that I didn’t like that class (I did, a lot), but reading a short book beats weeks in a classroom every time.The most important part of this process, as far as I can tell, is what I’d call the incubation period - where you take your focus off your problem or issue and just allow the creative process to work. That’s really hard for many of us because we don’t trust that this process CAN work or WILL work for us on our problem or issue. That strikes me as normal and human and yet, because I have a hard time with this too, rather sad in a way. One way I try to overcome this is to keep some sort of meditation habit in force which just helps me calm the part of my mind that doesn’t believe in either the benevolence or at the very least, neutrality, of the universe. Which it seems to me, the creative process, is a big part of.This book closes with a truth - people reading this will be enthused at first and then not use the process. Oh, maybe once or twice, but over time they’ll forget it. I agree with this, but I’m determined to be more active in inviting in the muse to help me creatively. I strongly suggest that you read this, practice, and have fun with it!

Picked this up on the spur of the moment. Written in the 1940s but still has meaning and relevance today.

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 formluations and orbits) you should buy this book.It reveals a technique you can make to work for you.

Clear. Concise. Not filled with fluff like so many books that promise this kind of roadmap.

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.

This has got to be one of the top five books I've read over the past ten years (that we'll over 10,000 books). I figured out how I should have written my masters thesis (but did not) causing major stress on my life and the others around me. How ever I did use a version of this process when I did my.under grad work.... dare I say, I did everything in pen and or pencil then used an IBM ball type typewriter to pull all my. Lets together this king through the whole process again. What can I say to put it the best perspective...One day soon I hope to be in a PhD program in "Innovation". This book will be at my side - heavily outlined and commented as it is now...

Logical layout of the process of generating ideas. Formalized for me the process I use to solve problems or create ideas. It really is simple and it work. Worth a try and the effort if you are not familiar

It is still a great book.

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