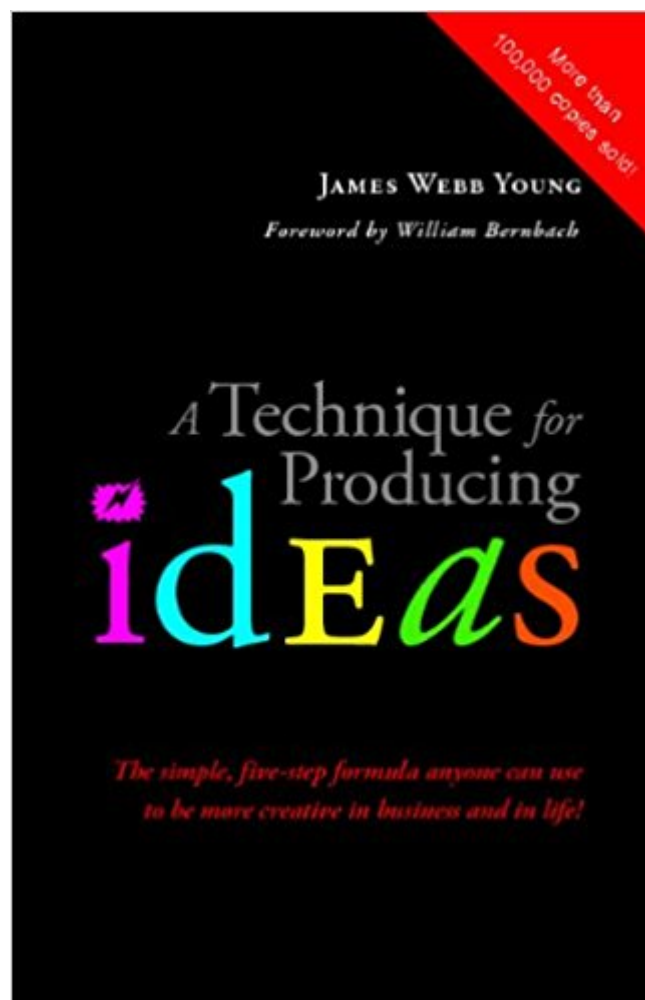




The book was found

A Technique For Producing Ideas: The Simple, Five-step Formula Anyone Can Use To Be More Creative In Business And In Life!



Synopsis

This short but powerful book has helped thousands of writers, artists, scientists, and engineers to solve problems and generate ideas. Now let James Webb Young's unique insights help you be more creative in every area of life. Advertising mogul William Bernbach wrote, "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." Newly designed and typeset in a 6-by-9-inch format by Waking Lion Press.

Book Information

Paperback: 38 pages

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Best Sellers Rank: #67,827 in Books (See Top 100 in Books) [#7 in Books > Arts & Photography > Music > Musical Genres > Religious & Sacred Music > Hymns](#) [#22 in Books > Christian Books & Bibles > Christian Living > Music](#) [#289 in Books > Self-Help > Creativity](#)

Customer Reviews

This booklet (28 pages) was originally published in 1940 and some new material was added twenty years later. The Foreword to the edition I have (published by Waking Lion Press in 2009) was provided by William Bernbach (1911-1982), one-time chairman and CEO of what was Doyle Dane Bernbach, then renowned for many of the greatest ads in the 20th century. The booklet's author, James Webb Young (1886-1973), added a "Prefatory Note" in 1960. His first publication, *How To Become An Advertising Man* (1963), focuses on core concepts that every ad practitioner and copywriter should know:

- o Knowledge of Propositions
- o Knowledge of Markets
- o Knowledge of Messages
- o Knowledge of Message Carriers
- o Knowledge of Trade Channels
- o Knowledge of How Advertising Works
- o Knowledge of The Specific Situation

Today, these core concepts continue to provide the "basics" on which all effective marketing depends when attempting to create or increase

demand for the given product and/or service and multi-media advertising is without doubt advertising's most powerful resource. However, for at least the past 75 years, everything begins with a compelling idea. In A Technique for Producing Ideas, Webb offers what he characterizes as a "simple, five-step formula anyone can use to be more creative in business and in life! " Although the process itself is indeed simple, completing it to achieve the given results is a wholly different matter. Webb's focus is on the process by which to generate ideas. "They appear just as suddenly above the surface of the mind [like a lovely atoll above the surface of a deep blue sea]; and with that same air of magic and unaccountability.

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