

A Technique for Producing Ideas

James Webb Young (1965)

New York, US: McGraw-Hill Professional

64 pp.

As a key stakeholder who is recognised as a designer of high aesthetic building space as well as a leader and coordinator in conventional architectural project developments, an architect has to be well-prepared for such a challenging task. Skills and knowledge, therefore, have to be constantly renewed and created in the fragmented industry structure. One systematic solution can be learned from the highly creative advertising industry where the right idea is crucial for the success of a task.

This little classic book written by the legendary James Webb Young (1886-1973) in 1965 can be a good start to systematically create new ideas. Contents of the book were written from Young's extensive experience in U.S. advertising from the time he started working at J. Walter Thompson advertising agency as a copy writer in 1912 to the top of his career as a vice president in 1928. They were presented to graduate students at the University of Chicago's Business School where he was a professor from 1931 to 1939 and with a number of gatherings with active advertising people to inspire people to conceive.

In order to develop idea creation capacity by energetic persons who can spot opportunities to make things better, two major principles have to be initially recognised. Firstly, ideas have to be perceived as new combinations of old elements. Secondly, people involved have the ability to see relationship to extract a general principle that a new application and a new combination leading to new idea can be created. Once the two principles are accepted, a 5-stage method to successively create new ideas can be introduced.

A MODERN ADVERTISING CLASSIC

A Technique for Producing Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG

In the very first stage of this sequential research based method, *Gathering of raw materials*, two sets of them has to be explored. The first is a set of specific materials from both primary and secondary sources. They can be found once existing problems, problematic conditions or interesting phenomena are reviewed. For example, specific materials are, in architectural design context, users' space requirements. Moreover, theories, concepts, research findings also have to be reviewed to find potential solutions for such problems. The crucial second set of general materials in a wide scope of topics and issues including life, culture and events has to be consistently developing in a lifelong process to create one's reservoir of information.

Once all information is ready, it is time to *working over materials in one's mind*. Bits of information can be played inside one's head using

Technique For Producing Ideas

Edd Applegate



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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, 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 James Young,

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 Young, 2004-07-01

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 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

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HAPPY READING

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

New Trends in Intelligent Software Methodologies, Tools and Techniques Ali Selamat, Sigeru Omatu, 2017-09-15 Software is an essential enabler for science and the new economy It creates new markets and directions for a more reliable flexible and robust society and empowers the exploration of our world in ever more depth but it often falls short of our expectations Current software methodologies tools and techniques are still neither robust nor reliable enough for the constantly evolving market and many promising approaches have so far failed to deliver the solutions required This book presents the keynote Engineering Cyber Physical Systems and 64 peer reviewed papers from the 16th International Conference on New Trends in Intelligent Software Methodology Tools and Techniques SoMeT_17 held in Kitakyushu Japan in September 2017 which brought together researchers and practitioners to share original research results and practical development experience in

software science and related new technologies The aim of the SoMeT conferences is to capture the essence of the new state of the art in software science and its supporting technology and to identify the challenges such technology will have to master The book explores new trends and theories which illuminate the direction of developments in this field and will be of interest to anyone whose work involves software science and its integration into tomorrow's global information society

Dust Or Magic, Creative Work in the Digital Age Bob Hughes, 2007 A book for the interface workers Dust or Magic was primarily written for the young talented people whose creative instincts are kindled by computers and live to create good stuff but who are systematically betrayed by the managerial types in suits who hire them set them absurd tasks and sack them when their half baked schemes go belly up It is also for people who simply want to know how human creativity fares in the digital age Originally published by Addison Wesley under the title Dust or Magic Secrets of successful multimedia design this book is in part a secret history of computers a history told from the vantage point of the people who did the work We have insiders accounts of a range of influential products and projects many of which were in danger of being forgotten The scene is illuminated by recent insights into creativity and well being from the fields of psychology and neuroscience as well as tried and tested practical strategies for workplace survival from other industries The author Bob Hughes has been a creative for most of his working life first a calligrapher then an advertising artist and copywriter before discovering computers in the mid 1980s He now teaches at Oxford Brookes University on the MA in Interactive Media Publishing and researches and writes about the wider impact of electronics and computers in workplaces world wide He also campaigns on behalf of migrants refugees and all precarious workers What you are doing is stripping away the corporate bullshit from this revolution its ours not theirs Reclaim the pixels Chris McEvoy Creator of Usability Must Die www.usabilitymustdie.com There are many books explaining why software projects go sour this one breaks the mold by showing how they come good Malcolm Cook Senior Lecturer in Human Factors University of Abertay It was incredibly engrossing I expected to skim through it and found myself reading it avidly putting aside all the other work I should have been doing It rang so true about so many things about the process of creating the virtual world we spend so much time in that I'm dying to share it with others who also create for it or want to Aileen Stein co founder of the Voyager Company and CEO of Organa inc www.organa.com More information on www.idhub.com/magic

Using Paired Constraints to Solve The Innovation Problem Patricia D. Stokes, Michael Gibbert, 2019-10-18 This book defines innovation as both a problem and a problem solving process It allows readers to approach innovation as a straight forward problem solving process and teaches them the paired constraint process to solve specific innovation problems The authors have used their experience working in creative industries combined with their academic perspective to create a formal teachable tool for solving innovation problems This consists of a formal structure the problem space a functional strategy the paired constraints and process solution by substitution This book provides a practice section allowing anyone interested in solving the problem of innovation to learn and develop their skills

Decision Making and Problem Solving John Adair, 2022-07-03 Thought leader John Adair provides the techniques and insights you need to find solutions spark creativity and confidently make the right decisions This 5th edition now features even more practical exercises useful templates and top tips to provide a clear framework that can generate ideas and inspire confidence in your team so you can spot the solution in every problem and create ideas to rival even the best strategists The Creating Success series of books Unlock vital skills power up your performance and get ahead with the bestselling Creating Success series Written by experts for new and aspiring managers and leaders this million selling collection of accessible and empowering guides will get you up to speed in no time Packed with clever thinking smart advice and the kind of winning techniques that really get results you ll make fast progress quickly reach your goals and create lasting success in your career

How to do Better Creative Work Steve Harrison, 2010-04-08 Effective creative work is not a nice to have it s a necessity it s the only way you ll stand out in a fiercely competitive marketplace Whether you re in digital direct or advertising the CEO of an agency or just starting out How to do better creative work has been written for you In fact you ll see that everyone plays a crucial role in producing creative work that works What it means to be creative How to build a creative culture How virtually all great work is underpinned by a simple problem solution dynamic How to use that dynamic to create your big marketing ideas How to brief a creative team How to use relevant abruption to produce big creative ideas How to simultaneously build a brand and get response How to sell your work How to run a creative department All this is illustrated by some of the best advertising direct and digital work ever produced plus 12 case studies featuring ideas that have not only sold millions of pounds worth of products but also won dozens of the world s most coveted awards Steve writes like he talks with great intelligence wisdom and common sense He s one of the few people capable of looking at a notoriously self obsessed industry and saying The Emperor has no clothes And he s one of an even smaller number who can look at its problems and say here s how you fix it Creative Work is as challenging as it is engaging When I reached the end I felt like I wanted to continue the conversation which is probably the highest compliment you can offer a book Jon Steel author of Truth Lies Advertising and Perfect Pitch This is genuinely essential reading for anyone who wants to demystify the advertising creative process and vastly more entertaining than your average business book Harrison s simple commonsense approach makes you wonder why so many ad campaigns fail so spectacularly Buy it read it and learn from it Larissa Vince Campaign magazine This is a smart straightforward and very special book It affirmed so much I knew already but my eyes were opened afresh to what is genuinely important about the work that we do I came away with ten or twelve things I wanted to share with the rest of the team at glue and it also fortunately gave me some confidence that we re getting a lot of this right already Mark Cridge CEO glue London Steve is one of the dying breed of creative directors that clients crave He tells it like it is and delivers How to do better creative work is a refreshingly honest must read for any client suit or creative who want to cut through the bullshit and produce great creative work that does the job Harrison has the right to say what he likes about the

ad industry and he does Charlie Smith Head of Brand Marketing Vodafone UK This book isn't just about how clients can help get the best work from their agency I loved the insight into the thinking that goes on before the creative idea is had and realise it applies to every business that takes a creative approach to problem solving Paul Ferraiolo President Rolls Royce Motor Cars North America If one day my son tells me that he wants to be part of this business I will make sure that he reads Steve's book and if possible find a way for him to spend a couple of hours with Steve himself Pablo Alzugary President Shackleton Madrid

Strategic Copywriting Edd Applegate, 2015-11-05 When it comes to attracting consumers through advertising which words phrases and techniques are most effective Strategic Copywriting a detailed how to guide introduces students to time tested strategies for writing and designing successful ads In this second edition Edd Applegate explains the core principles that have guided advertising for decades from knowing the audience to crafting a compelling message Next proven techniques for producing specific kinds of advertising whether for newspapers magazines or other print media for broadcast radio or television or for social media and online mobile platforms are addressed in step by step detail Throughout Applegate walks readers through real advertisements from advertising agencies of all sizes across the United States to illustrate what works or not and why

Brand Storytelling Keith A. Quesenberry, Michael K. Coolson, 2023-02-14 This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in a digital first integrated marketing communications plan From the earliest works on storytelling to the latest research this text explains why and how storytelling works the forms storytelling takes and how to develop an integrated advertising PR and strategic marketing communications campaign that leverages the power of story within the reality of today's digital first media landscape Keith A Quesenberry and Michael K Coolson present a balance of research and theory with practical application and case studies within a classroom friendly framework for undergraduate or graduate courses or for the marketing communications professional looking for a guide to integrate storytelling into their brand communications Emphasizing digital and social media perspectives in the strategic planning and campaign process Brand Storytelling also surveys TV radio outdoor print opportunities as well as earned shared owned and paid media Features Chapters introduce discipline foundations through key figures main content sections explaining concepts with examples templates and stats a main case study questions for consideration and list of key concepts for review Coverage of new technologies in Web3 such as NFTs cryptocurrency media streaming CTV and the metaverse ChatGPT and DALL E 2 Key terms are bolded and defined throughout and featured in a glossary along with an index of key concepts figures companies and cases for easy reference Plan campaign research addresses evaluation and optimization of IMC execution including descriptive predictive and prescriptive analytics Instructor resources include chapter outlines learning objectives test banks slides forms template worksheets example assignments and syllabi

The Communication Playbook Teri Kwal Gamble, Michael W. Gamble, 2018-09-25 Skills for becoming clear communicators confident speakers and sharp thinkers Designed for today's

active learners The Communication Playbook moves students beyond the classroom by helping them develop a strong communication skillset that will benefit them throughout their lives With a focus on effective communication skills and career success bestselling authors Teri Kwal Gamble and Michael K Gamble give students clear explanations of core concepts followed by practical learning activities encouraging students to think critically about why good communication is important and how the concepts can be applied to today s classroom workplace and community Perfect for the hybrid communication course with coverage of public speaking this concise text has been strategically separated into tabbed chapters making it easier for readers to navigate digest revisit and review the content As good communication is the foundation of everyday life The Communication Playbook primes students for success in both their courses and their careers

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Table of Contents Technique For Producing Ideas

1. Understanding the eBook Technique For Producing Ideas
 - The Rise of Digital Reading Technique For Producing Ideas
 - Advantages of eBooks Over Traditional Books
2. Identifying Technique For Producing Ideas
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Technique For Producing Ideas
 - User-Friendly Interface
4. Exploring eBook Recommendations from Technique For Producing Ideas
 - Personalized Recommendations
 - Technique For Producing Ideas User Reviews and Ratings
 - Technique For Producing Ideas and Bestseller Lists
5. Accessing Technique For Producing Ideas Free and Paid eBooks
 - Technique For Producing Ideas Public Domain eBooks
 - Technique For Producing Ideas eBook Subscription Services
 - Technique For Producing Ideas Budget-Friendly Options

6. Navigating Technique For Producing Ideas eBook Formats
 - ePub, PDF, MOBI, and More
 - Technique For Producing Ideas Compatibility with Devices
 - Technique For Producing Ideas Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Technique For Producing Ideas
 - Highlighting and Note-Taking Technique For Producing Ideas
 - Interactive Elements Technique For Producing Ideas
8. Staying Engaged with Technique For Producing Ideas
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Technique For Producing Ideas
9. Balancing eBooks and Physical Books Technique For Producing Ideas
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Technique For Producing Ideas
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Technique For Producing Ideas
 - Setting Reading Goals Technique For Producing Ideas
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Technique For Producing Ideas
 - Fact-Checking eBook Content of Technique For Producing Ideas
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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