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A Technique for Getting Ideas By  
James Wood Young  
"An idea is nothing more nor less  
than a new combination of old  
elements." From Page 10 of "A  
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Technique for Producing Ideas” by James Young . There are people rich in ideas occasionally, but they are not geniuses. They have existing knowledge and they are making new combinations among them.

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A technique for producing ideas |  
About

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...



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Book Summary: A Technique For  
Producing Ideas by James ...  
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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.

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*Page 10/35*

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James Webb Young. - Full ...

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reveals a simple, sensible idea-  
generation methodology that has  
stood the test of time. First

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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 pro...

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A 5-Step Technique for Producing  
Ideas circa 1939 – Brain ...

5 Great Ideas from A Technique for  
Producing Ideas An idea is a  
combination of old elements. The  
capacity to combine old elements  
into something new is dependent  
on... Build a reservoir of knowledge,

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which is filled with life experiences,  
facts and other information.

Learning is a lifelong ...

5 Steps: "A Technique for  
Producing Ideas" (Written by ...

Case in point: Last week's  
wonderful field guide to creativity,

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Dancing About Architecture, mentioned in passing an intriguing old book originally published by James Webb Young in 1939 — A Technique for Producing Ideas (public library), which I promptly hunted down and which will be the best \$5 you spend this year, or the



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most justified trip to your public library.

Book summary: A Technique for Producing Ideas  
Since its publication in 1965, "A Technique for Producing Ideas" has helped thousands of advertising

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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.

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A Technique for Producing Ideas by  
James Webb Young

In other words, that there is a  
technique for the use of the mind  
for this purpose; that whenever an  
idea is produced this technique is  
followed, consciously or

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unconsciously; and that this technique can consciously be cultivated, and the ability of the mind to produce ideas thereby increased.

A Technique for Producing Ideas  
(??)

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A Technique for Producing Ideas -

*Page 21/35*

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In his 1939 classic book, ' A  
Technique for Producing Ideas ', ad-  
man James Webb Young suggests  
that the mysterious and romantic  
notion of creativity and, in  
particular, formulating ideas is in  
fact a process that can be identified

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barriers to unleash their creativity. Professionals from poets and painters to scientists and engineers have also used the techniques in this concise, A step-by-step technique for sparking breakthrough creativity in advertising--or any field



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(Advertising Age Classics ...  
A technique for producing ideas  
You are currently reading A  
technique for producing ideas — a  
free, online book that lifts the lid on  
the creative process and eloquently

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details the steps needed to create exciting new ideas.

A Technique for Producing Ideas -  
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A Technique for Producing Ideas  
summary The quality of your work  
(and life) is a result of all the forces

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that have played... In learning anything, first you should learn the principles, then you should learn the method. Particular bits of knowledge are just "rapidly aging facts." What matters ...

A technique for producing ideas -

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TextileArtist.org

A Technique for Producing Ideas by James Webb Young was first presented to graduate students in advertising in Chicago in the 1940's before being published in the 1960's. More a long form essay, it outlines a simple five step process

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designed to kick start creativity.

A Technique For Producing Ideas  
A Technique For Producing Ideas is  
a step-by-step technique for  
sparking creativity in advertising or  
ANY other field... Congratulations to

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A Technique for Producing Ideas -  
AbeBooks

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Kirby Ferguson has written a summary for the book A Technique for Producing Ideas. Generating good idea is a fine art, if you have mastered it you will be successful in many fields. The author of the book, James Young, describes five steps on a technique of combining

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old elements together: Gather new material, both specific and general.

A Technique for Producing Ideas:  
James Webb Young ...

Since its publication in 1965, A  
Technique for Producing Ideas has  
helped thousands of advertising



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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.

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James Webb Young - The ...

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Gather Raw Material. 2. The Mental  
Digestive Process. 3.  
Unconsciously Process. 4. A-Ha. 5.  
The Final Stage.

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