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In A Technique for
Producing Ideas, Webb
offers what he
characterizes as a "simple,
five-step formula anyone

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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.

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

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

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to scientists and
engineers have also used
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A 5-step Technique for
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James Webb Young Step
1: Gather Raw Materials.
Gather both specific and
general raw materials. In
advertising, the specific
materials are... Step 2:
Digest Materials. Start
putting different pieces of
information together.
Bring 2-3 facts together
and see ...

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James Webb Young
What ' s the 5 Steps to
produce new ideas? 1:

“ Gather raw
materials ” . The first step
is to “ Gather raw
materials ” . There are
also two types of
materials: “ Specific... 2:
Masticate those
materials ” . The second
step is to “ Masticate
those materials ” . In

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5 Steps: “ A Technique
for Producing Ideas ”

(Written by ...

James Webb Young ’ s

A Technique for

Producing Ideas takes

less than half an hour to

read – but sums up the

creative process better

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A Technique for
Producing Ideas 1.

Gather Raw Material
Gathering raw material in
a real way is not as simple
as it sounds. It is such a

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terrible chore... 2. The
Mental Digestive Process

What you do is to take
the different bits of

material which you have
gathered and feel... 3.

Unconsciously ...

A Technique for
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Farnam Street

A 5-Step Technique for
Producing Ideas circa

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1939 “ The habit of mind which leads to a search for relationships between facts becomes of the highest importance in the production of ideas. ” By Maria Popova

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

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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 old
elements together:

Gather new material,
both specific and general.

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Book summary: A

Technique for Producing
Ideas

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

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James Webb Young was
first presented to
graduate students in
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the 's before being published in the ' a long form essay, it outlines a simple five step process designed to kick start creativity. From the foreword by William Bernbach of DDB fame.

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Producing Ideas For
summary The quality of
your work (and life) is a
result of all the forces that
have played upon you
throughout life. The goal
is... In learning anything,
first you should learn the
principles, then you
should learn the method.
Particular bits of
knowledge are just ...

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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

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to preserve, improve and
recreate the original
content, we have worked
towards: 1.

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helped thousands of
advertising copywriters

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James Webb
Young

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, A step-by-step technique for sparking breakthrough creativity in advertising--or any field

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A Technique for
Producing Ideas by
James Webb Young 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. I know I struggle

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helped thousands of advertising copywriters smash through internal barriers to unleash their creativity.

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A Technique for
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James Webb Young was
first presented to

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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 designed to
kick start creativity. From
the foreword by William
Bernbach of DDB fame:

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