

# James Webb Young Technique For Producing Ideas

**R Barnett**

**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, 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** 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, 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 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, 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-setting tools to re-create the same edition with rich typography, graphics, high quality images, and table elements, giving our readers the feel of holding a 'fresh and newly' reprinted and/or revised edition, as opposed to other scanned & printed (Optical Character Recognition - OCR) reproductions. 2. Correction of imperfections: As the work was re-created from the scratch, therefore, it was vetted to rectify certain conventional norms with regard to typographical mistakes, hyphenations, punctuations, blurred images, missing content/pages, and/or other related subject matters, upon our consideration. Every attempt was made to rectify the imperfections related to omitted constructs in the original edition via other references. However, a few of such imperfections which could not be rectified due to intentional\unintentional omission of content in the original edition, were inherited and preserved from the original work to maintain the authenticity and construct, relevant to the work. We believe that this work holds historical, cultural and/or intellectual importance in the literary works community, therefore despite the oddities, we accounted the work for print as a part of our continuing effort towards preservation of literary work and our contribution towards the development of the society as a whole, driven by our beliefs. We are grateful to our readers for putting their faith in us and accepting our imperfections with regard to preservation of the historical content. HAPPY READING!

*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.

*A Technique For Producing Ideas* Young, 2004-07-01

*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' - it's ours not theirs. Reclaim the pixels - Chris McEvoy (Creator of 'Usability Must Die' [www.usabilitymustdie.com](http://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. - Aleen Stein (co-founder of the Voyager Company and CEO of Organa inc. [www.organa.com](http://www.organa.com)). More information on [www.idhub.com/magic](http://www.idhub.com/magic)

**Advertising Design and Typography** Alex W. White, 2015-09-01 This comprehensive overview of advertising design strategies helps students and professionals understand how to create ads that cut through the clutter. Design principles such as unity, contrast, hierarchy, dominance, scale, abstraction, and type-image relationships are thoroughly discussed. Chapters also cover: •Researching your client and your audience •What makes an ad successful •Getting the audience's attention in a crowded marketplace •Researching your client and your audience •The importance of consistent branding and identity •The difference between print advertising, billboards, the web, television, and radio •Advertising design versus editorial design Also included is an extensive section on typography with essential information on how type is perceived by readers, typographic history, principles, and practice. Complete with over fifteen hundred examples and illustrations of outstanding advertising design from around the world, Advertising Design and Typography will change the way you develop visual ideas

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**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 Outside Edge* Robert Kelsey, 2015-03-05 The brand new book from the international bestselling self-help author Robert Kelsey's internationally bestselling self-help books have helped tens of thousands of people overcome fear of failure and under confidence. Now Robert is back and is here to debunk the ever pervasive myths around the trail-blazing rebel outsider.... Our culture celebrates outsiders while - in reality - slamming the door in their face. The modern world craves innovation while alienating original thinkers. It encourages creativity while shutting-out all but a privileged few from individualistic expression. What a waste! Yet achieving great things as a genuine outsider is possible. Outsiders can find their

own way - succeeding without compromising their individuality. They just need to forge an edge. The Outside Edge is all about learning to harness the unique vantage point you possess in order to give yourself the edge required to succeed. It will show you when to embrace your outsider status and go against convention, and when to play the game, do as the insiders do and make sure you can get progress. Think of The Outside Edge as a manual for positively directing your insecurity, awkwardness and role-confusion - towards a meaningful future, shaped and pursued on your own terms. By getting The Outside Edge you can: Identity and understand the causes of feeling like an outsider Accept yourself while focusing on finding meaning for your life Motivate yourself using strong goals, often harnessing creativity Acquire the skills needed to succeed on your own terms Avoid pitfalls such as poor judgement, negativity and extremism.

**How To Become An Advertising Man** James Webb Young, 2025-09-02 How to Become an Advertising Man by James Webb Young is a practical and inspiring guide to one of the most dynamic professions of the 20th century. Written by a seasoned advertising executive at the height of Madison Avenue's golden era, the book distills a lifetime of experience into clear, candid advice for those seeking a career in the business of persuasion. Young frames advertising not simply as selling products, but as the art of understanding people—what they want, how they think, and how words and images can move them. He discusses the qualities that make for success in the field, from curiosity and imagination to discipline and persistence, and offers insights into the daily life of an advertising professional. With engaging anecdotes drawn from his own career, he explains how to develop ideas, communicate effectively, and build trust with clients. Though written in 1963, Young's advice remains surprisingly modern, emphasizing creativity, integrity, and adaptability as timeless qualities. The book captures both the excitement of working in an industry at its creative peak and the challenges of balancing artistic vision with commercial demands. How to Become an Advertising Man stands as both a career manual and a historical snapshot of advertising in its formative decades, offering readers a front-row seat to the era when modern marketing was being defined.

*Just Doing It: A History of Advertising* Pia Elliott, 2014-10-09 The purpose of the book is to provide an overall view of advertising in the twentieth century while filling in the gap of information that exists in Italy ? where just a few names are known. The book also provides a leading thread about those professionals who, in the second half of the 20th century, were the protagonists of the creative revolution and whose influence has been seminal on both American and English advertising. The book has no historical intentions nor aims at classifying people into schools or categories (as such an approach would be pretentious and inadequate in a profession so deeply entangled with economics and consumer attitudes). The content in brief: The book is made up of short biographies of famous and well known advertising people ? mainly art directors and copywriters ? interspersed with a few explanatory chapters that are simply summaries on certain subjects. For instance The Big Agencies outlines the origins of historical agencies, such as J.W. Thompson, BBDO, and Young & Rubicam. The State of

Things explains what happened after the (so called) Creative Revolution. The Spot-Makers presents people like Howard Zieff, Joe Pytko, Rick Levine, and Bob Giraldi. Old School Ties and Colonels is about British advertising before Collett Dickinson and Pearce. La Grande Parade depicts the peculiarities of French advertising and Carosello and its Victims explains the unusual features of the Italian Carosello (an early TV format that hosted commercials), etc. Biographies are structured differently along the lines of individual stories and, generally, tend to highlight the meaningful events in one's career rather than their early life and experiences. This way of telling a story is, of course, somewhat influenced by the author's experiences and point of view and represents the original aspect of the book. Among the influentials, Americans and Britons outnumber French and Italians. A final section with Contributions by various authors and famous copywriters: Gossage, Della Femina, Abbott, Séguéla, Marcantonio, Pirella, etc. completes the book.

**James Webb Young Fund Address by Rance Crain, President and Editorial Director Crain Communications, Inc**, 1987

Inbound Content Justin Champion, 2018-04-16 Develop and implement an effective content strategy tailored to your business's needs Inbound Content is a step-by-step manual for attracting the right people, turning them into leads, and closing them into customers. Today, everyone knows that content is king. It's how we engage, how we inform, and how we pass the time; content is everywhere, and if you're not leveraging its power to promote your business, you've already been left behind. Having a website and social media is not enough; if you truly want to take advantage of unprecedented levels of connectedness, you have to create content that draws customers in. It's not about blindly expanding reach, it's about reaching out to the right audience. Today's marketplace is no longer about chasing the sale—with the right approach to content, your customers will come to you. Your content must be valuable, relevant, and consistent—but how should it be implemented at the actual content-creation level? This book shows you how to develop a unified strategy, create compelling content tailored to your needs, and utilize that content to its greatest advantage in order to build your brand. Discover the power of storytelling and generate effective content ideas Plan a long-term content strategy and a content creation framework Create great content, promote it, measure it, and analyze its performance Extend your content's value, become a more effective writer, and develop a growth mentality Effective content is worth its weight in marketing gold. It stands out from the noise, and to the customer, looks like an oasis in a desert of clickbait and paid reviews. Inbound Content shows you how to plan, build, and implement your content strategy for unprecedented engagement and sales.

**How to do better creative work ebook** Steve Harrison, 2010-01-27 This is a complete guide to creating effective and award winning creative work. Harrison reveals the dynamic that lies at the heart of all great work and provides a step-by-step process to ensure you too produce award winning creative work that sells.

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## **Table of Contents James Webb Young Technique For Producing Ideas**

1. Understanding the eBook James Webb Young Technique For Producing Ideas
  - The Rise of Digital Reading James Webb Young Technique For Producing Ideas
  - Advantages of eBooks Over Traditional Books
2. Identifying James Webb Young 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 James Webb Young Technique For Producing Ideas
4. Exploring eBook Recommendations from James Webb Young Technique For Producing Ideas
  - User-Friendly Interface
  - Personalized Recommendations
  - James Webb Young Technique For Producing Ideas User Reviews and Ratings
  - James Webb Young Technique For Producing Ideas and Bestseller Lists



5. Accessing James Webb Young Technique For Producing Ideas Free and Paid eBooks
  - James Webb Young Technique For Producing Ideas Public Domain eBooks
  - James Webb Young Technique For Producing Ideas eBook Subscription Services
  - James Webb Young Technique For Producing Ideas Budget-Friendly Options
6. Navigating James Webb Young Technique For Producing Ideas eBook Formats
  - ePub, PDF, MOBI, and More
  - James Webb Young Technique For Producing Ideas Compatibility with Devices
  - James Webb Young Technique For Producing Ideas Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of James Webb Young Technique For Producing Ideas
  - Highlighting and Note-Taking James Webb Young Technique For Producing Ideas
  - Interactive Elements James Webb Young Technique For Producing Ideas
8. Staying Engaged with James Webb Young Technique For Producing Ideas
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers James Webb Young Technique For Producing Ideas
9. Balancing eBooks and Physical Books James Webb Young Technique For Producing Ideas
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection James Webb Young Technique For Producing Ideas
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine James Webb Young Technique For Producing Ideas
  - Setting Reading Goals James Webb Young Technique For Producing Ideas
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of James Webb Young Technique For Producing Ideas
  - Fact-Checking eBook Content of James Webb Young 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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