

# A Technique For Producing Ideas

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A 5-Step Technique for Producing Ideas circa 1939 - Brain ...  
James Webb Young - The 5-Step Ideation Process - Pam Didner  
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A 5-Step Technique for Producing Ideas circa 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 Technique For Producing Ideas: (A Technique For Getting ...**

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.

### **A Technique for Producing Ideas — MATTYFORD**

A technique for producing ideas by Young, James Webb A copy that has been read, but remains in clean condition. All pages are intact, and the cover is intact. The spine may show signs of wear. Pages can include limited notes and highlighting, and the copy can include previous owner inscriptions. At ThriftBooks, our motto is: Read More, Spend Less. </p>

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All ideas follow a five-step process of 1) gathering material, 2) intensely working over the material in your mind, 3) stepping away from the problem, 4) allowing the idea to come back to you naturally, and 5) testing your idea in the real world and adjusting it based on feedback.

### **5-step Technique for Producing Ideas by James Webb Young**

Get the book from Amazon: <http://amzn.to/2gwOtKL>  
Here are my thoughts on this 5+1-step process for producing profitable ideas, for your advertising, your bus...

### **A Technique for Producing Ideas (Thinking Classics ...**

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

Community Reviews 1) Gathering of raw materials - both the materials of your immediate problem and the materials which from a constant... 2) Working

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over of these materials in your mind. 3) Incubating stage, let something beside the conscious mind do the work of synthesis. 4) The actual birth of the ...

### **A Technique for Producing Ideas - Farnam Street**

A 5-step Technique for Producing Ideas by 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 ...

### **A Technique for Producing Ideas | Shooglebox blog**

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.

### **Book summary: A Technique for Producing Ideas**

“In advertising, an idea results from a new combination of specific knowledge about products and people, with general knowledge about life and events.” From Page 16 of “A Technique for Producing Ideas” by James Young . 2: Masticate those materials”  
The second step is to “Masticate those materials”.

### **A Technique For Producing Ideas**

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 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 Producing Ideas / Edition 1 by James Young ...**

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 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.

### **Amazon.com: A Technique for Producing Ideas (Advertising ...**

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

Digestive Process.

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

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

### **5 Steps: “A Technique for Producing Ideas” (Written by ...**

Before producing ideas, Young argued that it's important to train your mind to think and processing information in certain ways, he called it “ method.” Obviously, you want to produce ideas related to specific fields or products.

### **A Technique for Producing Ideas by James Webb Young**

Price: (as of - Details) THIS BOOK has become essential reading for anyone-whether in marketing, advertising, sales, finance, or the pure artist-who is seriously interested in the creative business of generating good ideas. It is a concise, clear, but above all practical book, and all those willing to put forth...

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

James Webb Young's A Technique for Producing Ideas takes less than half an hour to read - but sums up the creative process better than any of the many (much longer) books written since.

## **James Webb Young - The 5-Step Ideation Process - Pam Didner**

Buy A Technique for Producing Ideas (Thinking Classics) by James Webb Young, Robbie McCallum (ISBN: 9781907590139) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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