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A MCGRAW-HILL ADVERTISING CLASSIC

A Technique for Producing Ideas

FOREWORD BY
WILLIAM
BERNBACH

JAMES WEBB YOUNG

A Technique For Producing Ideas

Tao Wei



A Technique For Producing Ideas:

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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 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 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

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