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# A Technique For Producing Ideas The Simple Five Step Formula Anyone Can Use To Be More Creative In Business And In Life

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A Technique for Producing Ideas -  
A Technique for Producing Ideas  
Upstream  
A Technique for Producing Ideas  
The Origin of Financial Crises  
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The Innovator's DNA  
George Lois on His Creation of the Big Idea

*A Technique For  
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## **ADRIENNE PHILLIPS**

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A Technique for Producing Ideas - Crown  
House Publishing  
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 McGraw Hill Professional

This book is not written as a personal history, but as a business story. I have tried to avoid trivialities and to confine myself to matters of instructive interest. The chief object behind every episode is to offer helpful suggestions to those who will follow me. And to save them some of the midnight groping which I did. One night in Los Angeles I told this story to Ben Hampton, writer, publisher, and advertising man. He listened for hours without interruption, because he saw in this career so much of value to beginners. He never rested until he had my promise to set down the story for publication. He was right. Any man who by a lifetime of excessive application learns more about anything than others owes a statement to successors. The results of research should be recorded. Every pioneer should blaze his trail. That is all I have tried to do. When this autobiography was announced as a serial many letters of protest came to me. Some of them came from the heads of big businesses which I had served. Behind them appeared the fear that I would claim excessive credit to the hurt of others'

pride. I rewrote some of the chapters to eliminate every possible cause for such apprehensions.

### Upstream Editions Assouline

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** Hay House, Inc

Discusses how to condition the mind to become "idea-prone" and presents a five-step procedure for solving problems and getting ideas

### *The Origin of Financial Crises* John Wiley & Sons

Brian Kurtz is the bridge connecting the bedrock fundamentals of direct response marketing to the state-of-the-art strategies, tactics, and channels of today.

Overdeliver distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships. Marketing isn't everything, according to Brian Kurtz. It's the only thing. If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about. In the world of direct marketing, Brian Kurtz has seen it all and done it all over almost four decades. And he lives by the philosophy, "Those who did it have a responsibility to teach it." Here's a small sample of what you'll learn: \* The 4 Pillars of Being Extraordinary \* The 5 Principles of why "Original Source" matters \* The 7 Characteristics that are present in every world class copywriter \* Multiple ways to track the metrics that matter in every campaign and every medium, online and offline \* Why customer service and fulfillment are marketing functions \* That the most important capital you own has nothing to do with money \* And much

more Whether you're new to marketing or a seasoned pro, this book gives you a crystal-clear road map to grow your business, make more money, maximize your impact in your market, and love what you're doing while you're doing it. Kurtz takes you inside the craft to help you use all the tools at your disposal--from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more--so you can succeed wildly, exceed all your expectations, and overdeliver every time. [My Life in Advertising](#) Harvard Business Press

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.

*Idea Stormers* Berrett-Koehler Publishers Wall Street Journal Bestseller New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from

hundreds of interviews with unconventional problem solvers. So often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? Upstream probes the psychological forces that push us downstream—including "problem blindness," which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would

drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation's culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. Upstream delivers practical solutions for preventing problems rather than reacting to them. How many problems in our lives and in society are we tolerating simply because we've forgotten that we can fix them?

The Robert Collier Letter Book Simon and Schuster

A practical step-by-step technique for sparking breakthrough creativity in 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.

*A Technique for Producing Ideas* N T C  
Business Books

If you want to be the best, focus on your most valuable asset: the power of your creative mind. As competition and the pace of change intensify, companies and individuals need to harness their creativity to stay ahead of the field. Under pressure, people often think they can't be creative; many more are convinced they are not creative at all because they have never been 'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book. He shows how creativity is a learnable skill - one that everyone can use to improve their performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to: be creative on demand with de Bono's step-by-step approach add value to ideas and turn them into financial assets boost creativity with the power of lateral thinking break free from old ways of thinking with creative challenging

**The Idea Hunter** John Wiley & Sons  
In a series of disarmingly simple arguments financial market analyst

George Cooper challenges the core principles of today's economic orthodoxy and explains how we have created an economy that is inherently unstable and crisis prone. With great skill, he examines the very foundations of today's economic philosophy and adds a compelling analysis of the forces behind economic crisis. His goal is nothing less than preventing the seemingly endless procession of damaging boom-bust cycles, unsustainable economic bubbles, crippling credit crunches, and debilitating inflation. His direct, conscientious, and honest approach will captivate any reader and is an invaluable aid in understanding today's economy.

**A Technique for Producing Ideas**

Edizioni Savine

The work of advertising's most famous art director.

Waiting for Your Cat to Bark? Createspace  
Independent Publishing Platform

HOW DO I TRANSFORM MY LIFE? The answer is simple: come up with ten ideas a day. It doesn't matter if they are good or bad the key is to exercise your 'idea muscle', to keep it toned, and in great shape. People say ideas are cheap and execution is everything but that is NOT

true. Execution is a consequence, a subset of good, brilliant idea. And good ideas require daily work. Ideas may be easy if we are only coming up with one or two but if you open this book to any of the pages and try to produce more than three, you will feel a burn, scratch your head, and you will be sweating, and working hard. There is a turning point when you reach idea number 6 for the day, you still have four to go, and your mind muscle is getting a workout. By the time you list those last ideas to make it to ten you will see for yourself what "sweating the idea muscle" means. As you practice the daily idea generation you become an idea machine. When we become idea machines we are flooded with lots of bad ideas but also with some that are very good. This happens by the sheer force of the number, because we are coming up with 3,650 ideas per year (at ten a day). When you are inspired by an extraordinary idea, all of your thoughts break their chains, you go beyond limitations and your capacity to act expands in every direction. Forces and abilities you did not know you had come to the surface, and you realize you are capable of doing great things. As you

practice with the suggested prompts in this book your ideas will get better, you will be a source of great insight for others, people will find you magnetic, and they will want to hang out with you because you have so much to offer. When you practice every day your life will transform, in no more than 180 days, because it has no other evolutionary choice. Life changes for the better when we become the source of positive, insightful, and helpful ideas. Don't believe a word I say. Instead, challenge yourself to try it for the 180 days and see your life transform, in magical ways, in front of your very eyes. *See, Do, Repeat* Penguin

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**

Random House

Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the “so bad she gave them an award.” Alexandra Watkins is not afraid to name names. *It's Not How Good You Are, It's How Good You Want to Be* CreateSpace

Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful

life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets. *How to Become an Advertising Man* Laurus

"It's Not How Good You Are, It's How Good You Want to Be" is a handbook of how to succeed in the world: a pocket bible for the talented and timid alike to help make the unthinkable thinkable and the impossible possible. The world's top advertising guru, Paul Arden, offers up his wisdom on issues as diverse as problem solving, responding to a brief, communicating, playing your cards right, making mistakes, and creativity – all endeavors that can be applied to aspects of modern life. This uplifting and humorous little book provides a unique insight into

the world of advertising and is a quirky compilation of quotes, facts, pictures, wit and wisdom – all packed into easy-to-digest, bite-sized spreads. If you want to succeed in life or business, this book is a must. "

Borrowing Brilliance Phaidon Press

Creativity is surrounded by such mystique. It seemed so magical to the ancient Greeks that they attributed the moment of inspiration to muses rather than people. We now know that was baloney. This book exposes creativity as a process. It shows that there are certain steps you need to follow before you can be struck by that moment of creative genius. It shows you how to get your mind into the right place to come up with ideas. And it gives you some techniques to help you approach problems in different ways.

HarperCollins Leadership

Evolving from the premise that customers have always behaved more like cats than Pavlov's dogs, *Waiting for Your Cat to Bark?* examines how emerging media have undermined the effectiveness of prevailing mass marketing models. At the same time, emerging media have created

an unprecedented opportunity for businesses to redefine how they communicate with customers by leveraging the power of increasingly interconnected media channels. Bryan and Jeffrey Eisenberg don't simply explain this shift in paradigm; *Waiting for Your Cat to Bark?* introduces *Persuasion Architecture™* as the synthetic model that provides business with a proven context for rethinking customers and retooling marketers in a rewired market. Readers will learn: Why many marketers are unprepared for today's increasingly fragmented, in-control, always-on audience that makes pin-point relevance mandatory. How interactivity has changed the nature of marketing by extending its reach into the world of sales, design, merchandizing, and customer relations. How *Persuasion Architecture™* allows businesses to create powerful, multi-channel persuasive systems that anticipate customer needs. How *Persuasion Architecture™* allows businesses to measure and optimize the return on investment for every discreet piece of that persuasive system. "There's some big thinking going on here-thinking you will

need if you want to take your work to the next level. 'Typical, not average' is just one of the ideas inside that will change the way you think about marketing." ?Seth Godin, Author, *All Marketers Are Liars* "Are your clients coming to you armed with more product information than you or your sales team know? You need to read *Waiting for Your Cat to Bark?* to learn how people are buying in the post-Internet age so you can learn how to sell to them." ?Tom Hopkins, Master Sales Trainer and Author, *How to Master the Art of Selling* "These guys really 'get it.' In a world of know-it-all marketing hypesters, these guys realize that it takes work to persuade people who aren't listening. They've connected a lot of the pieces that we all already know-plus a lot that we don't. It's a rare approach that recognizes that the customer is in charge and must be encouraged and engaged on his/her own terms, not the sellers. *Waiting for Your Cat to Bark?* takes apart the persuasion process, breaks down the steps and gives practical ways to tailor your approaches to your varying real customers in the real world. This book is at a high level that marketers better hope their competitors



will be too lazy to implement." ?George Silverman, Author, The Secrets of Word of Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth "We often hear that the current marketing model is broken-meaning the changes in customers, media, distribution, and even the flatness of the world make current practices no longer relevant. Yet few have offered a solution. This book recognizes the new reality in which we operate and provides a path for moving forward. The authors do an outstanding job of using metaphors to help make Persuasion Architecture clear and real-life examples to make it come alive. Finally, someone has offered direction for how to market in this new era where the customer is in control." ?David J. Reibstein, William Stewart Woodside Professor, Wharton Business School of the University of Pennsylvania and former Executive Director, Marketing Science Institute "If you want to learn persistence, get a cat. If you want to learn marketing, get this

book. It's purrfect." ?Jeffrey Gitomer, Author, The Little Red Book of Selling **A Technique for Producing Ideas** John Wiley & Sons 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 \(thINKing Classics\)](#) A Technique for Producing Ideas

A strange and charming collection of hilariously absurd poetry, writing, and illustration from one of today's most popular young comedians... EGGHEAD: Or, You Can't Survive on Ideas Alone Bo Burnham was a precocious teenager living in his parents' attic when he started posting material on YouTube. 100 million people viewed those videos, turning Bo into an online sensation with a huge and dedicated following. Bo taped his first of two Comedy Central specials four days after his 18th birthday, making him the youngest to do so in the channel's history. Now Bo is a rising star in the comedy world, revered for his utterly original and intelligent voice. And, he can SIIIIIIING! In EGGHEAD, Bo brings his brand of brainy, emotional comedy to the page in the form of off-kilter poems, thoughts, and more. Teaming up with his longtime friend, artist, and illustrator Chance Bone, Bo takes on everything from death to farts in this weird book that will make you think, laugh and think, "why did I just laugh?"