



# A Technique for Producing Ideas (Advertising Age Classics Library)

*James Young*

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**A Technique for Producing Ideas (Advertising Age Classics Library) 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. Now let James Webb Young's unique insights help you look inside yourself to find that big, elusive idea--and once and for all lift the veil of mystery from the creative process.

"James Webb Young is in the tradition of some of our greatest thinkers when he describes the workings of the creative process. 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. He not only makes this point vividly for us but shows us the road to that goal."

--William Bernbach, Former Chairman and CEO, Doyle Dane Bernbach Inc.

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