



A technique for producing ideas: A simple five step formula for producing ideas

James Webb Young

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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

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