



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

By James Young

McGraw-Hill. Paperback. Book Condition: New. Paperback. 64 pages. 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. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



**READ ONLINE**  
[ 4.36 MB ]

### Reviews

*It is one of the most popular ebooks. I have got to study it and I am certain that I am going to likely read it again yet again in the future. I am happy to inform you that this is actually the greatest ebook I actually have studied inside my very own life and might be the best ebook for possibly.*

-- **Alison Stanton**

*A brand new ebook with an all new point of view. I have got to read it and I am sure that I am going to likely read it through once more once more in the future. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Ms. Teagan Osinski III**

## Related Books



### [Author Day \(Young Hippo Kids in Miss Colman's Class\)](#)

Scholastic Hippo, 1996. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;



### [Abc Guide to Fit Kids: A Companion for Parents and Families](#)

Murdoch Books, 2007. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;



### [Simple Signing with Young Children : A Guide for Infant, Toddler, and Preschool Teachers](#)

Book Condition: Brand New. Book Condition: Brand New.



### [Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age](#)

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...



### [Questioning the Author Comprehension Guide, Grade 4, Story Town](#)

HARCOURT SCHOOL PUBLISHERS. PAPERBACK. Book Condition: New. 0153592419 Brand new soft cover book. Soft cover books may show light shelf wear. Item ships within 24 hours with Free Tracking.



### [McGraw-Hill Reading Phonics And Phonemic Awareness Practice Book, Grade 3 \(2001 Copyright\)](#)

McGraw-Hill, 2001. Soft cover. Book Condition: Brand New. Dust Jacket Condition: No Dust Jacket. Brand New 2001 Copyright, Grade 3 Student Phonics And Phonemic Awareness Practice Book With Units 1-6, Unit Reviews, Take-Home Stories, Illustrations And Pictorial Green Cover Green With Sock,...