



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.



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