



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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