



**A Technique for Producing Ideas: The simple,
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James Webb Young

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A Technique for Producing Ideas: The simple, five-step formula anyone can use to be more creative in business and in life! James Webb Young

This short but powerful book has helped thousands of writers, artists, scientists, and engineers to solve problems and generate ideas. Now let James Webb Young's unique insights help you be more creative in every area of life. Advertising mogul William Bernbach wrote, "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." Newly designed and typeset in a 6-by-9-inch format by Waking Lion Press.

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