

A TECHNIQUE FOR PRODUCING IDEAS

'A Technique For Producing Ideas' is a quick, easy read. The author is a master copywriter who has field-tested his method in the creatively demanding advertising world. The principles of idea production are identified clearly. The method revealed is simple to understand and hard to practice. However if you practice it consistently you will become an adept producer of ideas. Thus, I recommend 'A Technique For Producing Ideas'.

The main body of '**A Technique For Producing Ideas**' comprises 10 chapters as follows:

- 1. How It Started** -- here James Webb Young explains what prompted him to look for 'A Technique For Producing Ideas.
- 2. The Formula of Experience** -- in chapter 2, the author reveals how he came to realise and identify the operative technique the mind uses to generate ideas, which he says, can be as effective and efficient as an assembly line.
- 3. The Pareto Theory** -- in this chapter of 'A Technique For Producing Ideas', Young refers to the Italian sociologist Pareto's (yeah, the 80/20 guy) belief that the world was made up of two kinds of people, the creatives and the squares.
- 4. Training the Mind** -- this part of 'A Technique For Producing Ideas' briefly examines the importance of training the mind in the Method and Principles of the art of producing ideas.
- 5. Combining Old Elements** -- here James Webb Young states that 'an idea is nothing more nor less than a new combination of old elements.'
- 6. Ideas are New Combinations** -- Having covered the two key principles of new combinations and seeing relationships, this part of 'A Technique For Producing Ideas' introduces the Method.
- 7. The Mental Digestive Process** -- Chapter 7 of 'A Technique For Producing Ideas' explores the second step of the technique.
- 8. 'Constantly Thinking About It'** -- This chapter says that in the fourth step of 'A Technique For Producing Ideas' the new idea just appears, when you least expect it. You've gathered data, mulled it over to the nth degree, got tired and dropped it to go sleep or do something fun and distracting, and then the idea pops into your mind. Classic examples of this are quoted by James Webb Young.

9. The Final Stage -- the final step that makes up 'A Technique For Producing Ideas' is to take your new idea and hold it up to the harsh light of reality.

10. Some After Thoughts -- James Webb Young, author of 'A Technique For Producing Ideas', closes the book by revealing how many readers of earlier additions have written to him with praise and examples of how his method has worked for them.

