













## Read Online A Technique For Producing Ideas Mcgraw Hill Advertising Classic

that is the "ability to see relationships between disparate things." Ideas are New Combinations This chapter introduces you to the Method. The Method or Idea-Producing Technique is made up of 5 steps. Step 1 discusses gathering general and specific "raw material". Specific raw material is information that centers on your idea. The product's specs, features, benefits, competition and marketability. General knowledge is important as it gives you more raw material to work with in seeing relationships and making new combinations. The Mental Digestive Process This chapter explores the second step of the technique. This involves mulching and digesting the raw material you have gathered. Young explains you must "feel" your way through each bit of knowledge. Turning it over and over in your mind, then extracting multiple meanings and significances. Like a jigsaw puzzle, you play with different bits of ideas to see how they fit together. You will need a notebook to transcribe your thoughts and half-ideas, as they come to you. Sleep is the third stage: letting go allows your unconscious mind to deal with it. Constantly Thinking About It The fourth step discusses how new ideas just appear, when you least expect them. Through the entire process of gathering data, mulling over your information, engaging in other activities, your mind will create new ideas without any warning. The Final Stage This final stage is your "reality check" time. You must test, edit, refine and polish your idea. This is the time to take your new idea and hold it up to the harsh light of reality. Some After Thoughts Mr. Young reveals his own personal experiences with these techniques and re-emphasizes how new knowledge and experience can lead to new ideas and profitable rewards. Why are some people capable of producing great, new ideas on demand? The book closes with examples and testimonials of past readers and how his method has worked for them. You will also receive information on recommended books to further your understanding of the idea-producing process.

What would you think of a machine that only worked at 5% efficiency? Wouldn't you want to make improvements? Now think about the human mind. It is estimated we only use 5-10% of our brain's amazing capacity! In today's rush for success, we tend to forget the vast wealth within the human mind, especially the untapped potential we have in our employees. We are all naturally curious and imaginative so how do we tap into the other 95% of potential? Many employees want to develop and use all their skills, but they aren't sure how to get there. Show your employees the way, bring enthusiasm and fun, and most importantly, IDEAS back to work with *Growing Great Ideas: Unleashing Creativity at Work*. The book trains managers and staff how to explore creativity and unleash problem-solving skills and creative potential, build teamwork, and to turn business challenges into business opportunities.

Chapter 1: Research -- Chapter 2: Creative Strategy -- Chapter 3: Headlines and Slogans -- Chapter 4: Body Copy -- Chapter 5: An Introduction to Design -- Chapter 6: Newspaper Advertising -- Chapter 7: Magazine Advertising -- Chapter 8: Radio Advertising -- Chapter 9: Television Advertising -- Chapter 10: Direct Mail Advertising -- Chapter 11: Internet Advertising -- Chapter 12: Other Media Advertising -- Chapter 13: Public Relations and Corporate Advertising -- Chapter 14: Advertising Copy Research -- Chapter 15: Advice on How to Get a Job in Advertising -- A Final Note -- References -- Appendix: Graduate Programs.

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