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By James Webb Young

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Editions for A Technique for Producing Ideas: 0071410945 (Paperback published in 2003), 0844230006 by James Webb Young First published 1940

<http://www.goodreads.com/work/editions/522250-a-technique-for-producing-ideas-advertising-age-classics-library>

A Technique for Producing Ideas by James Webb Young outlines the steps to generate great ideas. It's a variation of The Art of Thought by Wallas Graham.

<http://theinvisiblementor.com/summary-of-a-technique-for-producing-great-ideas-by-james-webb-young/>

James Webb Young is author of A Technique for Producing Ideas book and and 25 more book like The Diary of an Ad Man: (Classic Reprint) By: James Webb Young

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A Technique for Producing Ideas has 1,016 ratings and 87 reviews. John said: The basic argument of this book is very simple: ideas are new combinations

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