
A Technique For Producing Ideas

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Producing Ideas*

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A Technique for Producing Ideas

McGraw Hill Professional

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.

A Technique for Producing Ideas

CreateSpace

This concise and powerful book lifts the lid on the creative process and eloquently details the steps needed to create exciting new ideas. Advertising copywriters, engineers, poets, painters and scientists have all benefited from its text to make creative breakthroughs. Advertising trailblazer William Bernbach wrote, "James Webb Young conveys in his little book something more valuable than the most learned and detailed texts on the subject of advertising. Mr. Young is in the tradition of some of our greatest thinkers when he describes the workings of the creative process". Table of contents How it started The formula of

experience The Pareto theory Training the mind Combining old elements Ideas are new combinations The Mental digestive process "Constantly thinking about it" The final stage Some after-thoughts

A Technique for Producing Ideas

This is THE classic on creative thinking, written with the clarity, knowledge, and experience of a skilled advertising man. A Technique For Producing Ideas is a step-by-step technique for sparking creativity in advertising or ANY other field...

A Technique for Producing Ideas (thINKing Classics)

THIS BOOK has become essential reading for anyone-whether in

marketing, advertising, sales, finance, or the pure artist-who is seriously interested in the creative business of generating good ideas. It is a concise, clear, but above all practical book, and all those willing to put forth the mental energy to read, understand, and-most importantly-implement its instructions will be richly rewarded. I hope you'll find this to be an amazing gem and another appropriate inclusion in the thINKing cata-logue. I've read its words and absorbed its teachings many times and finally had the wisdom to implement its lessons.

A Technique for Producing Ideas

A practical step-by-step technique for sparking breakthrough creativity in any field. Since its publication in 1965, A

Technique for Producing Ideas has helped thousands of advertising copywriters smash through internal barriers to unleash their creativity. Professionals from poets and painters to scientists and engineers have also used the techniques in this concise, powerful book to generate exciting ideas on demand, at any time, on any subject.

A Technique for Producing Ideas
Contemporary Books

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.

A Technique for Producing Ideas
McGraw Hill Professional

A step-by-step technique for sparking breakthrough creativity in advertising--or any field Since its publication in 1965, A Technique for Producing Ideas has helped thousands of advertising copywriters smash through internal barriers to unleash their creativity. Professionals from poets and painters to scientists and engineers have also used the techniques in this concise, powerful book to generate exciting ideas on

demand, at any time, on any subject. Now let James Webb Young's unique insights help you look inside yourself to find that big, elusive idea--and once and for all lift the veil of mystery from the creative process. "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." --William Bernbach, Former Chairman and CEO, Doyle Dane Bernbach Inc.

How to Get Ideas *Berrett-Koehler*

Publishers

Discusses how to condition the mind to become "idea-prone" and presents a five-step procedure for solving problems and getting ideas

A Technique for Producing Ideas

How to Become an Advertising Man

N T C Business Books

Explains what advertising is, how it works, and what one must understand and do to be successful at it

Serious Creativity *Random House*

If you want to be the best, focus on your most valuable asset: the power of your creative mind As competition and the pace of change intensify, companies and individuals need to harness their

creativity to stay ahead of the field. Under pressure, people often think they can't be creative; many more are convinced they are not creative at all because they have never been 'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book. He shows how creativity is a learnable skill - one that everyone can use to improve their performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to: be creative on demand with de Bono's step-by-step approach add value to ideas and turn them into financial assets boost creativity with the power of lateral thinking break free from old ways of thinking with creative challenging

A User Guide To The Creative Mind
Second_Edition *Lulu Press, Inc*

Creativity is surrounded by such mystique. It seemed so magical to the ancient Greeks that they attributed the moment of inspiration to muses rather than people. We now know that was baloney. This book exposes creativity as a process. It shows that there are certain steps you need to follow before you can be struck by that moment of creative genius. It shows you how to get your mind into the right place to come up with ideas. And it gives you some techniques to help you approach problems in different ways.

The Art of Scientific Investigation
Edizioni Savine

Elaborate apparatus plays an important

part in the science of to-day, but I sometimes wonder if we are not inclined to forget that the most important instrument in research must always be the mind of man. It is true that much time and effort is devoted to training and equipping the scientist's mind, but little attention is paid to the technicalities of making the best use of it. There is no satisfactory book which systematises the knowledge available on the practice and mental skills—the art—of scientific investigation. This lack has prompted me to write a book to serve as an introduction to research. My small contribution to the literature of a complex and difficult topic is meant in the first place for the student about to engage in research, but I hope that it may also interest a wider audience.

Since my own experience of research has been acquired in the study of infectious diseases, I have written primarily for the student of that field. But nearly all the book is equally applicable to any other branch of experimental biology and much of it to any branch of science. – (Cambridge, 1957. W.I.B. Beveridge)

The Origin of Financial Crises *Vintage*

In a series of disarmingly simple arguments financial market analyst George Cooper challenges the core principles of today's economic orthodoxy and explains how we have created an economy that is inherently unstable and crisis prone. With great skill, he examines the very foundations of today's economic philosophy and adds a

compelling analysis of the forces behind economic crisis. His goal is nothing less than preventing the seemingly endless procession of damaging boom-bust cycles, unsustainable economic bubbles, crippling credit crunches, and debilitating inflation. His direct, conscientious, and honest approach will captivate any reader and is an invaluable aid in understanding today's economy.

A Technique for Producing Ideas

How to be a Brilliant Thinker *Kogan Page Publishers*

Do you want to have great ideas? Do you want to break out of the rut of conventional thinking? Would you like to be a genius? Would presenting brilliant

ideas help in your job, career and social life? How to be a Brilliant Thinker will help you to achieve all these ideals, by helping you to think in powerful new ways. It shows you how to harness techniques in lateral thinking, analytical thinking, problem analysis, idea generation and other areas so that you become much more creative. You will be able to conceive, evaluate and implement great ideas as well as improve your memory, sell your ideas and win arguments. It is packed with practical methods that you can put to immediate use, backed up by exercises, puzzles, quizzes, graphics and illustrations.

Borrowing Brilliance *Penguin*

In a book poised to become the bible of

innovation, a renowned creativity expert reveals the key to the creative process-"borrowing". As a former aerospace scientist, Fortune 500 executive, chief innovation officer, inventor, and software entrepreneur, David Kord Murray has made a living by coming up with innovative ideas. In *Borrowing Brilliance* he shows readers how new ideas are merely the combination of existing ones by presenting a simple six-step process that anyone can use to build business innovation:

- Defining-Define the problem you're trying to solve.
- Borrowing-Borrow ideas from places with a similar problem.
- Combining-Connect and combine these borrowed ideas.
- Incubating-Allow the combinations to incubate into a solution.
- Judging-Identify the strength and weakness of

the solution.

- Enhancing-Eliminate weak points while enhancing strong ones.

Each chapter features real-life examples of brilliant borrowers, including profiles of Larry Page and Sergey Brin (the Google guys), George Lucas, Steve Jobs, and other creative thinkers. Murray used these methods to re-create his own career and he shows readers how to harness them to find creative solutions.

The Art of Thought

The Idea Hunter *John Wiley & Sons*

A different way of discovering and developing the best business ideas Jack Welch once said, "Someone, somewhere has a better idea." In this myth-busting book, the authors reveal that great business ideas do not spring from innate

creativity, or necessarily from the brilliant minds of people. Rather, great ideas come to those who are in the habit of looking for great ideas all around them, all the time. Too often, people fall into the trap of thinking that the only worthwhile idea is a thoroughly original one. Idea Hunters know better. They understand that valuable ideas are already out there, waiting to be found - and not just in the usual places. Shows how to expand your capacity to find and develop winning business ideas Explains why ideas are a critical asset for every manager and professional, not just for those who do "creative" Reveals how to seek out and select the ideas that best serve your purposes and goals and define who you are, as a professional Offers practical tips on how to master

the everyday habits of an Idea Hunter, which include cultivating great conversations The book is filled with illustrative accounts of successful Idea Hunters and stories from thriving "idea" companies. Warren Buffet, Walt Disney, Thomas Edison, Mary Kay Ash, Twitter, and Pixar Animation Studios are among the many profiled.

Idea Stormers *John Wiley & Sons*

How to solve critical business challenges by generating more and better ideas Every organization needs a steady supply of fresh, relevant ideas, but managers can?t just lock teams in a room with a mandate to brainstorm and hope for the best. Ideation is both a science and an art, and when group ideation processes are well-designed

and well-facilitated, anyone can generate an abundance of creative, implementable options?not to mention true breakthroughs?for any business need. Drawing on his work leading high-stakes ideation sessions at over 300 organizations, Mattimore explains the how, what, and why of successful ideation and provides a framework for when and how to apply various techniques. Identifies Mattimore?s top ideation and innovation techniques (including ?brainwalking,? finding inspiration in worst ideas, the unexpected effectiveness of wishing, and more) and lays the groundwork for you to invent successful processes of your own Tells real stories of ideation at work in Mattimore?s consulting business, including how Ben & Jerry?s named a

new strawberry fudge flavor, how Thomas? invented a new, healthier English muffin that now accounts for over 30% of its sales, how IBM transformed the culture of one of its divisions to make it more innovative, and many more Mattimore is a world-class expert on applied creativity and an innovation process consultant to over one-third of the Fortune 100 companies; he and his team have helped create and launch products and services worth over \$3 billion in annual US retail sales With a diverse range of tested methods, Idea Stormers is the indispensable guide for developing original, practical solutions to even the most intractable-seeming creative challenges.

How to Get to Great Ideas *Nicholas*

Brealey

Sliver award winner in Business Reference 2020 Axiom Business Book Awards What makes a great idea? Where do great ideas come from? The highly practical lessons in HOW TO GET TO GREAT IDEAS are based on neuroscience, psychology, and behavioral economics. Written by the former Creative Director of OgilvyOne, Dave Birss, this book offers a brilliant new system for conceiving original and valuable ideas. It looks at how to frame the problem, how to push your thinking, how to sell the idea and build support for it, and how to inspire others to have great ideas. It proves that any organization - and any department within an organization - can become a fertile environment for ideas. Combining

a practical research-based system with fascinating insights and inspiring and humorous writing, the book is also accompanied by the problem-solving system RIGHT THINKING. This is a tool that shows organizations a more effective way to generate more effective ideas and is based on the thinking in the book. This is available online and in person from the author.

A Technique for Producing Ideas *Createspace Independent Publishing Platform*

James Webb Young was the first-ever chairman of The Advertising Council and he also served as the vice president of the J. Walter Thompson (JWT) Company. Beyond this, he had great influence over the development and evolution of the

early days of the ad industry. In 1946, he was named Advertising Man of the Year. He was also recognized for his war-time impact on the ad industry, as he was named as the recipient of the Advertising Awards Gold Medal for Outstanding Achievements of a Lifetime. What the book covers: How It Started Mr. Young reveals what prompted him to create A Technique for Producing Ideas. The Formula of Experience He explains how he came to realize and identify the mind's operative technique for generating ideas as effectively and efficiently as an assembly line. The Pareto Theory Mr. Young discusses Italian sociologist Pareto, best known for his 80/20 theory. Pareto strongly believes there are two kinds of people in this world; the creatives and the

squares. The creative types (called speculators by Pareto) are defined by a constant interest in the "possibilities of new combinations." The other type, rentiers, are described as conservative, steady, habitual people. Pareto believes that the creatives manipulate the squares. Training The Mind The importance of training your mind in the art of producing ideas, using Method and Principles. Combining Old Elements "An idea is nothing more, nor less, than a new combination of old elements." Mr. Young believes this is the most important principle in A Technique for Producing Ideas. He then reveals the second most important principle which allows one to make new combinations of old elements - and 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.

My Life in Advertising *Laurus*

This book is not written as a personal history, but as a business story. I have tried to avoid trivialities and to confine myself to matters of instructive interest.

The chief object behind every episode is to offer helpful suggestions to those who will follow me. And to save them some of the midnight groping which I did. One night in Los Angeles I told this story to Ben Hampton, writer, publisher, and advertising man. He listened for hours without interruption, because he saw in this career so much of value to beginners. He never rested until he had my promise to set down the story for publication. He was right. Any man who by a lifetime of excessive application learns more about anything than others owes a statement to successors. The results of research should be recorded. Every pioneer should blaze his trail. That is all I have tried to do. When this autobiography was announced as a serial many letters of protest came to

me. Some of them came from the heads of big businesses which I had served. Behind them appeared the fear that I would claim excessive credit to the hurt of others' pride. I rewrote some of the chapters to eliminate every possible cause for such apprehensions.

It's Not How Good You Are, It's How Good You Want to Be *Phaidon Press*

" It's Not How Good You Are, It's How Good You Want to Be is a handbook of how to succeed in the world: a pocket bible for the talented and timid alike to help make the unthinkable thinkable and the impossible possible. The world's top advertising guru, Paul Arden, offers up his wisdom on issues as diverse as problem solving, responding to a brief, communicating, playing your cards right,

making mistakes, and creativity – all endeavors that can be applied to aspects of modern life. This uplifting and humorous little book provides a unique insight into the world of advertising and is a quirky compilation of quotes, facts, pictures, wit and wisdom – all packed into easy-to-digest, bite-sized spreads. If you want to succeed in life or business, this book is a must. "

A Technique for Producing Ideas -

This is THE classic on creative thinking, written with the clarity, knowledge, and experience of a skilled advertising man. A Technique For Producing Ideas is a step-by-step technique for sparking creativity in advertising or ANY other field...

Dancing About Architecture *Crown House Publishing*

Dancing about Architecture: A Little Book of Creativity is a compendium of outrageous ideas: ideas about how to take more risks, and about how to go about coming up with better ideas. Ideas about how to plan experiences that leave people who are in the same room as those ideas awestruck, and ideas to help you avoid the textbook, the worksheet the barely stifled yawn. From using The Book of Revelation as a planning device; to seeing every experience through the prism of physical activity or song; to measuring a poem to find its real heart; it outlines a methodology that, if you use it, will make you an even greater creative force than you already are.

See, Do, Repeat *Now SC Press*

The practice of entrepreneurship is transformative to anyone who chooses to take the journey, and it can also be a pathway to changing the world! The goal of entrepreneurship, is not mastery of every aspect, the goal is to keep learning, to execute past failure, to reach your definition of success. After studying entrepreneurs and entrepreneurship for over thirty years, this book, See, Do, Repeat: The Practice of Entrepreneurship identifies a method to identify and carry out successful entrepreneurial ventures, highlighting that you must find opportunities, take action, execute and repeat! Entrepreneurship is as much a business challenge as it is a mental one. Dr. White's new book provides the data for

the discipline required to achieve the extraordinary every day. Jason Feifer, Editor in Chief Entrepreneur Magazine What I found most interesting was the tangible processes for learning how to ideate and discover opportunities. The book describes real, practical advice for today's entrepreneur. Jeffrey Vinik, Owner, Tampa Bay Lightning The human aspect of this book involving mental preparedness, thought incubation, positive mentality, and gratitude harvest the fundamental skills of success. Dr. Jacqueline Darna N.M.D CEO & Medical Inventor of NoMo Bands, Top WBE CEO of 2021 Dr. White's book captures the true essence of the entrepreneurial journey and unlocks the keys to true success along the way. I wish I had read this book earlier in my entrepreneurial

career as well! Nick Friedman, Co-Founder/Visionary, College H.U.N.K.S. Hauling Junk About the Author Rebecca J. White is an experienced educator, entrepreneur, speaker, author, consultant, and board member with expertise and experience in the design, management, and leadership of innovation and talent development. Dr. White is currently the James W. Walter Distinguished Chair of Entrepreneurship, Professor of Entrepreneurship, and Director of the John P. Lowth Entrepreneurship Center at the University of Tampa. She received her MBA and Ph.D. from Virginia Tech University. In addition to starting several business ventures of her own and launching nationally ranked academic centers, she grew up in a family

business and has helped countless entrepreneurs launch and grow their companies. Her research is based on the intersection of creative problem solving, entrepreneurial mindset, and situated cognition. Her podcast, En Factor, and the companion blog, share inspirational stories of successful entrepreneurs, with a focus on opportunity recognition and resilience. In 2019, Dr. White was named one of the Most Influential Board Members in the United States by Women Inc. Additionally, under her leadership, the award-winning entrepreneurship program at the University of Tampa, is ranked in the top 20 by Princeton Review and in the top 35 by US News and World Report and Bloomberg Business. In 2017, Dr. White received the Karl Vesper Pioneer in Entrepreneurship Education

award, the Max S Wortman, Jr. Lifetime Achievement in Entrepr

Become an Idea Machine

HOW DO I TRANSFORM MY LIFE? The answer is simple: come up with ten ideas a day. It doesn't matter if they are good or bad the key is to exercise your 'idea muscle', to keep it toned, and in great shape. People say ideas are cheap and execution is everything but that is NOT true. Execution is a consequence, a subset of good, brilliant idea. And good ideas require daily work. Ideas may be easy if we are only coming up with one or two but if you open this book to any of the pages and try to produce more than three, you will feel a burn, scratch your head, and you will be sweating, and working hard. There is a turning point

when you reach idea number 6 for the day, you still have four to go, and your mind muscle is getting a workout. By the time you list those last ideas to make it to ten you will see for yourself what "sweating the idea muscle" means. As you practice the daily idea generation you become an idea machine. When we become idea machines we are flooded with lots of bad ideas but also with some that are very good. This happens by the sheer force of the number, because we are coming up with 3,650 ideas per year (at ten a day). When you are inspired by an extraordinary idea, all of your thoughts break their chains, you go beyond limitations and your capacity to act expands in every direction. Forces and abilities you did not know you had come to the surface, and you realize you

are capable of doing great things. As you practice with the suggested prompts in this book your ideas will get better, you will be a source of great insight for others, people will find you magnetic, and they will want to hang out with you because you have so much to offer. When you practice every day your life will transform, in no more than 180 days, because it has no other evolutionary choice. Life changes for the better when we become the source of positive, insightful, and helpful ideas. Don't believe a word I say. Instead, challenge yourself to try it for the 180 days and see your life transform, in magical ways, in front of your very eyes.

Overdeliver *Hay House, Inc*

Brian Kurtz is the bridge connecting the

bedrock fundamentals of direct response marketing to the state-of-the-art strategies, tactics, and channels of today. Overdeliver distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships. Marketing isn't everything, according to Brian Kurtz. It's the only thing. If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about. In the world of direct marketing, Brian Kurtz has seen it all and done it all over almost four decades. And he lives by the

philosophy, "Those who did it have a responsibility to teach it." Here's a small sample of what you'll learn: * The 4 Pillars of Being Extraordinary * The 5 Principles of why "Original Source" matters * The 7 Characteristics that are present in every world class copywriter * Multiple ways to track the metrics that matter in every campaign and every medium, online and offline * Why customer service and fulfillment are marketing functions * That the most important capital you own has nothing to do with money * And much more Whether you're new to marketing or a seasoned pro, this book gives you a crystal-clear road map to grow your business, make more money, maximize your impact in your market, and love what you're doing while you're doing it.

Kurtz takes you inside the craft to help you use all the tools at your disposal--from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more--so you can succeed wildly, exceed all your expectations, and overdeliver every time.

Egghead *Grand Central Publishing*

A strange and charming collection of hilariously absurd poetry, writing, and illustration from one of today's most popular young comedians... EGGHEAD: Or, You Can't Survive on Ideas Alone Bo Burnham was a precocious teenager living in his parents' attic when he started posting material on YouTube. 100 million people viewed those videos,

turning Bo into an online sensation with a huge and dedicated following. Bo taped his first of two Comedy Central specials four days after his 18th birthday, making him the youngest to do so in the channel's history. Now Bo is a rising star in the comedy world, revered for his utterly original and intelligent voice. And, he can SIIIIIIING! In EGGHEAD, Bo brings his brand of brainy, emotional comedy to the page in the form of off-kilter poems, thoughts, and more. Teaming up with his longtime friend, artist, and illustrator Chance Bone, Bo takes on everything from death to farts in this weird book that will make you think, laugh and think, "why did I just laugh?"

A Technique For Producing Ideas

A Technique For Producing Ideas: (A Technique For Getting Ideas) This book is a result of an effort made by us towards making a contribution to the preservation and repair of original classic literature. In an attempt to preserve, improve and recreate the original content, we have worked towards: 1. Type-setting & Reformatting: The complete work has been re-designed via professional layout, formatting and type-setting tools to re-create the same edition with rich typography, graphics, high quality images, and table elements, giving our readers the feel of holding a 'fresh and newly' reprinted and/or revised edition, as opposed to other scanned & printed (Optical Character Recognition - OCR) reproductions. 2. Correction of imperfections: As the work

was re-created from the scratch, therefore, it was vetted to rectify certain conventional norms with regard to typographical mistakes, hyphenations, punctuations, blurred images, missing content/pages, and/or other related subject matters, upon our consideration. Every attempt was made to rectify the imperfections related to omitted constructs in the original edition via other references. However, a few of such imperfections which could not be rectified due to intentional/unintentional omission of content in the original edition, were inherited and preserved from the original work to maintain the authenticity and construct, relevant to the work. We believe that this work holds historical, cultural and/or intellectual importance in the literary

works community, therefore despite the oddities, we accounted the work for print as a part of our continuing effort towards preservation of literary work and our contribution towards the development of the society as a whole, driven by our beliefs. We are grateful to our readers for putting their faith in us and accepting our imperfections with regard to preservation of the historical content. HAPPY READING!

Perfect Pitch *John Wiley & Sons*

A professional “pitching coach” for one of the world’s largest marketing conglomerates, Jon Steel shares his secrets and explains how you can create presentations and pitches that win hearts, minds, and new business. He identifies the dos and don’ts and uses

real-world examples to prove his points. If you make pitches for new business, this is the perfect book for you.

Waiting for Your Cat to Bark?

HarperCollins Leadership

Evolving from the premise that customers have always behaved more like cats than Pavlov's dogs, *Waiting for Your Cat to Bark?* examines how emerging media have undermined the effectiveness of prevailing mass marketing models. At the same time, emerging media have created an unprecedented opportunity for businesses to redefine how they communicate with customers by leveraging the power of increasingly interconnected media channels. Bryan and Jeffrey Eisenberg don't simply

explain this shift in paradigm; Waiting for Your Cat to Bark? introduces Persuasion Architecture™ as the synthetic model that provides business with a proven context for rethinking customers and retooling marketers in a rewired market. Readers will learn: Why many marketers are unprepared for today's increasingly fragmented, in-control, always-on audience that makes pin-point relevance mandatory How interactivity has changed the nature of marketing by extending its reach into the world of sales, design, merchandizing, and customer relations How Persuasion Architecture™ allows businesses to create powerful, multi-channel persuasive systems that anticipate customer needs How Persuasion Architecture™ allows

businesses to measure and optimize the return on investment for every discreet piece of that persuasive system "There's some big thinking going on here-thinking you will need if you want to take your work to the next level. 'Typical, not average' is just one of the ideas inside that will change the way you think about marketing." ?Seth Godin, Author, All Marketers Are Liars "Are your clients coming to you armed with more product information than you or your sales team know? You need to read Waiting for Your Cat to Bark? to learn how people are buying in the post-Internet age so you can learn how to sell to them." ?Tom Hopkins, Master Sales Trainer and Author, How to Master the Art of Selling "These guys really 'get it.' In a world of know-it-all marketing hypesters, these

guys realize that it takes work to persuade people who aren't listening. They've connected a lot of the pieces that we all already know-plus a lot that we don't. It's a rare approach that recognizes that the customer is in charge and must be encouraged and engaged on his/her own terms, not the sellers. *Waiting for Your Cat to Bark?* takes apart the persuasion process, breaks down the steps and gives practical ways to tailor your approaches to your varying real customers in the real world. This book is at a high level that marketers better hope their competitors will be too lazy to implement." ?George Silverman, Author, *The Secrets of Word of Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth* "We

often hear that the current marketing model is broken-meaning the changes in customers, media, distribution, and even the flatness of the world make current practices no longer relevant. Yet few have offered a solution. This book recognizes the new reality in which we operate and provides a path for moving forward. The authors do an outstanding job of using metaphors to help make *Persuasion Architecture* clear and real-life examples to make it come alive. Finally, someone has offered direction for how to market in this new era where the customer is in control." ?David J. Reibstein, William Stewart Woodside Professor, Wharton Business School of the University of Pennsylvania and former Executive Director, Marketing Science Institute "If you want to learn

persistence, get a cat. If you want to learn marketing, get this book. It's purrfect." ?Jeffrey Gitomer, Author, *The Little Red Book of Selling*

The Innovator's DNA *Harvard Business Press*

A new classic, cited by leaders and media around the globe as a highly recommended read for anyone interested in innovation. In *The Innovator's DNA*, authors Jeffrey Dyer, Hal Gregersen, and bestselling author Clayton Christensen (*The Innovator's Dilemma*, *The Innovator's Solution*, *How Will You Measure Your Life?*) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By

identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for

innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess.

George Lois on His Creation of the Big Idea *Editions Assouline*

The work of advertising's most famous art director.

Upstream *Simon and Schuster*

Wall Street Journal Bestseller New York Times bestselling author Dan Heath explores how to prevent problems before they happen, drawing on insights from hundreds of interviews with unconventional problem solvers. So

often in life, we get stuck in a cycle of response. We put out fires. We deal with emergencies. We stay downstream, handling one problem after another, but we never make our way upstream to fix the systems that caused the problems. Cops chase robbers, doctors treat patients with chronic illnesses, and call-center reps address customer complaints. But many crimes, chronic illnesses, and customer complaints are preventable. So why do our efforts skew so heavily toward reaction rather than prevention? *Upstream* probes the psychological forces that push us downstream—including “problem blindness,” which can leave us oblivious to serious problems in our midst. And Heath introduces us to the thinkers who have overcome these obstacles and

scored massive victories by switching to an upstream mindset. One online travel website prevented twenty million customer service calls every year by making some simple tweaks to its booking system. A major urban school district cut its dropout rate in half after it figured out that it could predict which students would drop out—as early as the ninth grade. A European nation almost eliminated teenage alcohol and drug abuse by deliberately changing the nation’s culture. And one EMS system accelerated the emergency-response time of its ambulances by using data to predict where 911 calls would emerge—and forward-deploying its ambulances to stand by in those areas. Upstream delivers practical solutions for preventing problems rather than

reacting to them. How many problems in our lives and in society are we tolerating simply because we’ve forgotten that we can fix them?

The Do-It-Yourself Lobotomy *John Wiley & Sons*

An Adweek Book Master the techniques that top companies use to spark creativity In today's business environment, gaining the competitive edge through creative and original thinking is a crucial component of brand strategy. Creative leader of advertising Tom Monahan offers a fresh look at the subject, providing hard and fast methods for freeing the mind and inspiring active creativity in oneself and others. His 180-degree Thinking(TM), 100 MPH Method, and other techniques he employs in his

creative consulting practice are easy-to-use strategies for unleashing new ideas and facilitating creative product development, advertising, and marketing plans. This book has the added benefit of Monahan's experience of using these methods at A-list client companies.

The Robert Collier Letter Book

Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and

publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

Hello, My Name Is Awesome *Berrett-Koehler Publishers*

Every year, 6 million companies and more than 100,000 products are launched. They all need an awesome name, but many (such as Xobni, Svbtle, and Doostang) look like the results of a drunken Scrabble game. In this entertaining and engaging book, ace naming consultant Alexandra Watkins

explains how anyone—even noncreative types—can create memorable and buzz-worthy brand names. No degree in linguistics required. The heart of the book is Watkins's proven SMILE and SCRATCH Test—two acronyms for what makes or breaks a name. She also provides up-to-date advice, like how to make sure that Siri spells your name correctly and how to nab an available domain name. And you'll see dozens of examples—the good, the bad, and the “so bad she gave them an award.” Alexandra Watkins is not afraid to name names.

A Technique for Producing Ideas

Advertising copywriters, engineers, poets, painters and scientists have all benefited from its text to make creative breakthroughs. Advertising trailblazer William Bernbach wrote, "James Webb Young conveys in his little book something more valuable than the most learned and detailed texts on the subject of advertising. Mr. Young is in the tradition of some of our greatest thinkers when he describes the workings of the creative process". Table of contents How it started The formula of experience The Pareto theory Training the mind Combining old elements Ideas are new combinations The Mental digestive process "Constantly thinking about it" The final stage Some after-thoughts