

A Technique For Producing Ideas: A Simple Five Step Formula For Producing Ideas

In a series of disarmingly simple arguments financial market analyst George Cooper challenges the core principles of today's orthodoxy and explains how we have created an economy that is inherently unstable and crisis prone. With great skill, he explains the foundations of today's economic philosophy and adds a compelling analysis of the forces behind economic crisis. His goal is not just to prevent the seemingly endless procession of damaging boom-bust cycles, unsustainable economic bubbles, crippling recessions, and debilitating inflation. His direct, conscientious, and honest approach will captivate any reader and is an invaluable understanding today's economy.

If you want to be the best, focus on your most valuable asset: the power of your creative mind As competition and the pace intensify, companies and individuals need to harness their creativity to stay ahead of the field. Under pressure, people often struggle to 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 offers. 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. Discover the power of lateral thinking break free from old ways of thinking with creative challenging

In this new edition of the irreverent, celebrated bestseller, master copywriter Luke Sullivan looks at the history of advertising from good, to the bad, to the ugly. Updated to cover online advertising, this edition gives you the best advertising guidance for traditional and all the possibilities of new media and technologies. You'll learn why bad ads sometimes work, why great ads fail, and how to balance creative work with the mandate to sell.

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 who started posting material on YouTube. 100 million people viewed those videos, turning Bo into an online sensation with a huge 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't stop writing! 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 a book that will make you think, laugh and think, "why did I just laugh?"

A Guide to Creating Great Advertising

Understanding where ideas come from and helping you have more of them

The Idea Hunter

Exercise Your Mind and Find Creative Solutions

Dancing About Architecture

Perfect Pitch

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 Entrepreneurship

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.

Everyday we deal with the unplanned and the unexpected - from a broken toaster to losing (or gaining) a major client. Our natural ability to improvise gets us through. But we feel as if we're winging it, rather than acting with courage and conviction. Robert Poynton teaches an acclaimed method to some of the world's biggest brands and companies.

Improvisational skills that an actor might use on stage are honed and applied to the everyday business of work and life. The end result is a new approach that embraces change as a natural process and has creativity and innovation at its heart. With killer games to put the theory into practice, Do Improve will help you: Become more productive without trying harder; Overcome creative blocks and generate new ideas; Respond fluently to circumstances beyond your control; Inspire and motivate others. Not sure what to do next? Improve.

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.

Do Improve

Hello, My Name Is Awesome

A system for smart, extraordinary thinking

Whatever You Think Think the Opposite

How to Get Ideas

A Technique for Producing Ideas

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.

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.

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)

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

Applying Service Design Thinking in the Real World

Build a Business for a Lifetime Playing the Long Game in Direct Response Marketing

Qaddafi's Green Book

The world's best selling book

How to Find the Best Ideas and Make them Happen

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.

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

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.

A Technique for Producing Ideas McGraw Hill Professional

Serious Creativity

The Art of Selling Ideas and Winning New Business

Egghead

The Six Steps to Business Innovation by Building on the Ideas of Others

Original Edition

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.

And just like that, everything changed . . . A global pandemic. Panic. Social distancing. Working from home. In a heartbeat, we went from happy hours to virtual happy hours. From conferences to virtual conferences. From selling to virtual selling. To remain competitive, sales and business professionals were required to shift the way they engaged prospects and customers. Overnight, virtual selling became the new normal. Now, it is here to stay. Virtual selling can be challenging. It's more difficult to make human to human connections. It's natural to feel intimidated by technology and digital tools. Few of us haven't felt the wave of insecurity the instant a video camera is pointed in our direction. Yet, virtual selling is powerful because it allows you to engage more prospects and customers, in less time, at a lower cost, while reducing the sales cycle. Virtual Selling is the definitive guide to leveraging video-based technology and virtual communication channels to engage prospects, advance pipeline opportunities, and seal the deal. You'll learn a complete system for blending video, phone, text, live chat, social media, and direct messaging into your sales process to increase productivity and reduce sales cycles. Jeb Blount, one of the most celebrated sales trainers of our generation, teaches you: How to leverage human psychology to gain more influence on video calls The seven technical elements of impactful video sales calls The five human elements of highly effective video sales calls How to overcome your fear of the camera and always be video ready How to deliver engaging and impactful virtual demos and presentations Powerful video messaging strategies for engaging hard to reach stakeholders The Four-Step Video Prospecting Framework The Five-Step Telephone Prospecting Framework The LDA Method for handling telephone prospecting objections Advanced email prospecting strategies and frameworks How to leverage text messaging for prospecting and down pipeline communication The law of familiarity and how it takes the friction out of virtual selling The 5C's of Social Selling Why it is imperative to become proficient with reactive and proactive chat Strategies for direct messaging – the "Swiss Army Knife" of virtual selling How to leverage a blended virtual/physical selling approach to close deals faster As you dive into these powerful insights, and with each new chapter, you'll gain greater and greater confidence in your ability to effectively engage prospects and customers through virtual communication channels. And, with this newfound confidence, your success and income will soar. Following in the footsteps of his blockbuster bestsellers People Buy You, Fanatical Prospecting, Sales EQ, Objections, and Inked, Jeb Blount's Virtual Selling puts the same strategies employed by his clients—a who's who of the world's most prestigious organizations—right into your hands. How can you establish a customer-centric culture in an organization? This is the first comprehensive book on how to actually do service design to improve the quality and the interaction between service providers and customers. You ' ll learn specific facilitation guidelines on how to run workshops, perform all of the main service design methods, implement concepts in reality, and embed service design successfully in an organization. Great customer experience needs a common language across disciplines to break down silos within an organization. This book provides a consistent model for accomplishing this and offers hands-on descriptions of every single step, tool, and method used. You ' ll be able to focus on your customers and iteratively improve their experience. Move from theory to practice and build sustainable business success.

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.

The Origin of Financial Crises

How to Get to Great Ideas

A Simple Five Step Formula for Producing Ideas

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

How to Create Brand Names That Stick

Borrowing Brilliance

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.

'A brilliant advertising copywriter and a great team leader. His ideas are equally applicable to writing a novel, making a film, launching a product, managing a football team, instituting life changes and any activity you can imagine. Genius' - Sunday Times Life is a zero-sum game. Drawing on Eastern and Western philosophy, and colourful characters from Picasso and Socrates to Warren Beatty, this book represents a lifetime of wisdom learned at the creative cutting edge. Predatory Thinking is a masterclass in how to outwit the competition, in ordinary life as well as in business. It is the philosophy that has underpinned Dave Trott's distinguished career as a copywriter, creative director, and founder of some of London's most high-profile advertising agencies.

" 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. "

Logic and common sense have a habit of leading us to the same conclusions. If you are going to make your mark on the world, you have to start thinking differently. To think differently, you have to think illogically. This book looks at life the wrong way, in a bid to explain the benefits of making wrong decisions.

(A Technique For Getting Ideas)

Become an Idea Machine

Predatory Thinking

Or, You Can't Survive on Ideas Alone

A Little Book of Creativity

Because Ideas Are the Currency of the 21st Century

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.

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

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: (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!

The Art of Thought

A Quick-Start Guide to Leveraging Video, Technology, and Virtual Communication Channels to Engage Remote Buyers and Close Deals Fast

Hey, Whipple, Squeeze This

Open Your Mind to Greater Creative Thinking

How to be a Brilliant Thinker

Less Push, More Pause, Better Results, a New Approach to Work (and Life)

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.

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

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.

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.

The Art of Scientific Investigation

Overdeliver

This Is Service Design Doing

The Robert Collier Letter Book

How to Become an Advertising Man

The Do-It-Yourself Lobotomy

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.

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.

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.

The Practice of Entrepreneurship

A Masterclass in Out-thinking the Competition

A Technique for Producing Ideas (thINKing Classics)

How to be creative under pressure and turn ideas into action

Virtual Selling

A User Guide To The Creative Mind Second_Edition