

# The creative process illustrated: how advertising's big ideas are born

Griffin, W. Glenn

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20449109&lokasi=lokal>

---

## Abstrak

Examines the creative processes of professionals in the advertizing industry, providing sketches that show how thoughts get turned into ideas, profiles with commentary from contributors from the Jupiter Drawing Room, McCann Erickson, Ogilvy & Mather, and other agencies, and discussing models of creativity, creative problem-solving devices, and related topics.