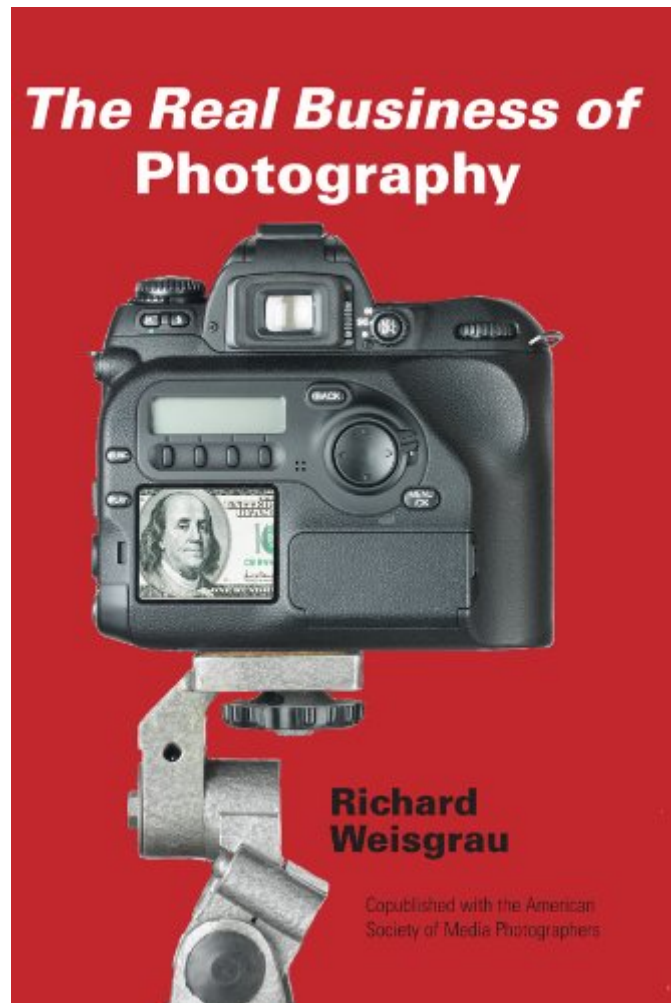




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The Real Business Of Photography



Synopsis

This honest, tell-all guide is written by one of the best-known players of the media photography business. Drawing from decades of experience as a working photographer and industry leader, the author defies popular business myths and trend-driven behavior by providing a fresh, common-sense approach to running a photography business. The essentials of running a photography business are covered-from setting a strategic vision to managing finances.

Book Information

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Customer Reviews

I was expecting only a few chapters to be useful to me since I've had plenty of experience in both photography and running a business, just not in specifically running a photography business. Luckily this book targets this business like a laser and leaves out the basic, common sense fluff I've seen in just about every other book. There are a few Business 101 pointers, but they are limited to just sentences rather than the usual chapters. You're run through the basic formation of your business in great detail, and the information on researching and determining your market are invaluable. The second half of the book is almost completely about relations with your clients, which I believe

anyone who goes into a negotiation for an assignment should read. All told, I keep this book on my desk for reference. This is my first 5-star review, and it's well earned. You're not just buying "Business for Dummies" with a few mentions of photography.

Very informative!

The author does a very good job of describing the various aspects of the "business" side of photography. It gets to the meat of the matter; no pretty glossy photos but just what photographers should be aware of when running their business. Very informative and helpful at least to me it was.

An excellent book, easy to read, to the point, and loaded with valuable pieces of advice. It guides you in the most important aspects of the business of photography. You won't be dissatisfied.

It tells you all the fundamentals you need to know. Planning to start a business? Then you need to read this!

Exactly what I needed!

Pretty cool book. Very informative.

Probably the best and most useful book on running a photography business. The author's approach matches the material in other areas such as job seeking, and setting up other types of businesses. Highly recommended.

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