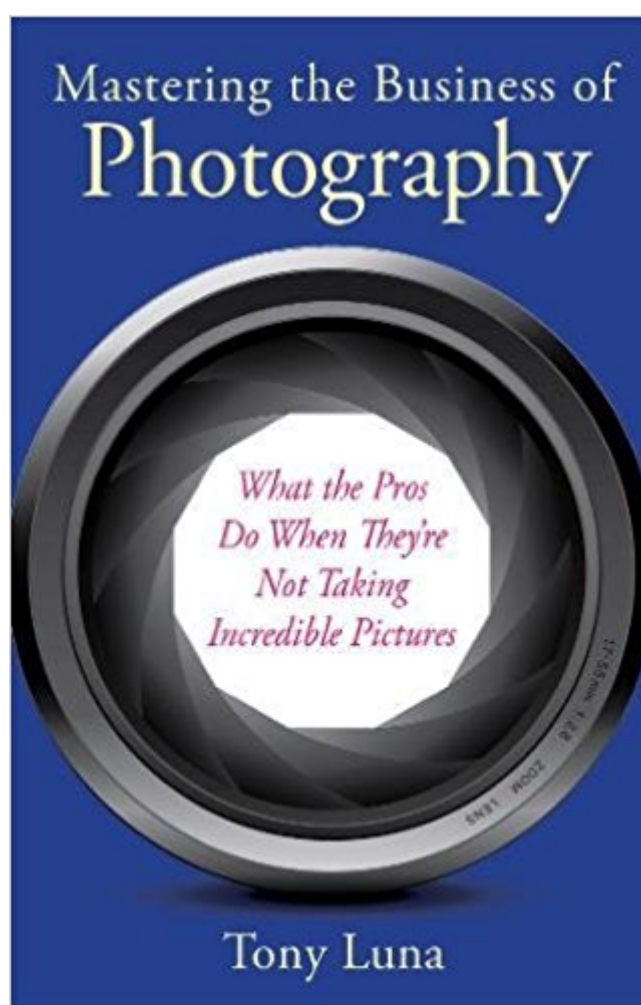


The book was found

Mastering The Business Of Photography: What The Pros Do When They're Not Taking Incredible Pictures



Synopsis

Photography can be a competitive and unforgiving trade, however there are many strategies for professional success. This book is a resource for photographers of all kinds and demonstrates the many ways to manage a career in photography, while still earning enough money to support yourself, a family, your interests, your aspirations, and your passion. • Mastering the Business of Photography offers insights into what happens when you're not shooting; which is most of the time; and explains what you must do to further your career, make a living, and accomplish your personal goals. Topics include: Organizing assignments from start to finish; Creating a plan and calculating risks; Building a standout portfolio; Anticipating financial matters; Working with clients; Self-promoting; Getting paid; Booking gigs; Negotiating a contract; And much more. For freelance photographers and for those employed by agencies as well, this guide is full of practical advice for navigating the world of photo work, coming from an industry professional with over forty years of experience. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Book Information

Paperback: 208 pages

Publisher: Allworth Press (February 4, 2014)

Language: English

ISBN-10: 162153393X

ISBN-13: 978-1621533931

Product Dimensions: 6 x 0.6 x 9.1 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 2 customer reviews

Best Sellers Rank: #710,173 in Books (See Top 100 in Books) #140 in Books > Arts & Photography > Photography & Video > Business & Careers #3287 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference

Customer Reviews

Tony Luna founded Tony Luna Creative Services, a Creative Consultancy, in 1971. He has worked as an Artist Representative and as an Executive Producer, and regularly works closely with artists. He has taught several classes in photography and art, and authored the book titled How to Grow as a Photographer. He lives in Santa Barbara, California.

This was recommended to me by a photographer and I purchased it as a gift for a friend

The author's choice to use a Question and Answer format works well, for me; resulting in a more active read. Relevant. Informative. Refreshing.

[Download to continue reading...](#)

Mastering the Business of Photography: What the Pros Do When They're Not Taking Incredible Pictures Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Complete Guide to Taking Stunning, Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) Photography: Guide To Taking Stunning Beautiful Pictures -DSLR Photography And Smart Phones (Digital Pictures, Compositions, Demystified Book 1) Photography Business: 4 Manuscripts - Adventure Sports Photography, Portrait Parties, Music Business Photography, Real Estate Photography Photography Business: 3 Manuscripts: Making Money Online with Your Camera, Special Tips and Techniques for Taking Amazing Pictures, and Real Estate Photography Smart Business for Contractors: A Guide to Money and the Law (For Pros By Pros) Beginner's Digital SLR Crash Course: Complete guide to mastering digital photography basics, understanding exposure, and taking better pictures. From Zero to Sixty on Hedge Funds and Private Equity: What They Do, How They Do It, and Why They Do The Mysterious Things They Do They Hurt, They Scar, They Shoot, They Kill: Toxic Characters in Young Adult Fiction (Studies in Young Adult Literature) EROTIC PHOTOGRAPHY - Big Book Of Big Tits. Over 300 Photos Featuring 18 Nude Women! Uncensored Adult Sex Pictures Featuring Erotic Nude Pics - Sexy Photography of Full Nudity Pictures of Big Tits Photography Business: 2 Manuscripts: Special Tips and Techniques for Taking Pictures that Sell + A Complete Beginner's Guide to Making Money

Online with Your Camera Photography Business: Special Tips and Techniques for Taking Amazing Pictures That Sell DSLR Photography for Beginners: Take 10 Times Better Pictures in 48 Hours or Less! Best Way to Learn Digital Photography, Master Your DSLR Camera & Improve Your Digital SLR Photography Skills Photography: Darkroom Photography: The Complete Guide to Mastering the Basics of Darkroom Photography The 100 Best Business Books of All Time: What They Say, Why They Matter, and How They Can Help You The Very Efficient Carpenter: Basic Framing for Residential Construction (For Pros / By Pros) All New Building Decks (For Pros, by Pros) Graphic Guide to Frame Construction: Fourth Edition, Revised and Updated (For Pros by Pros)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)