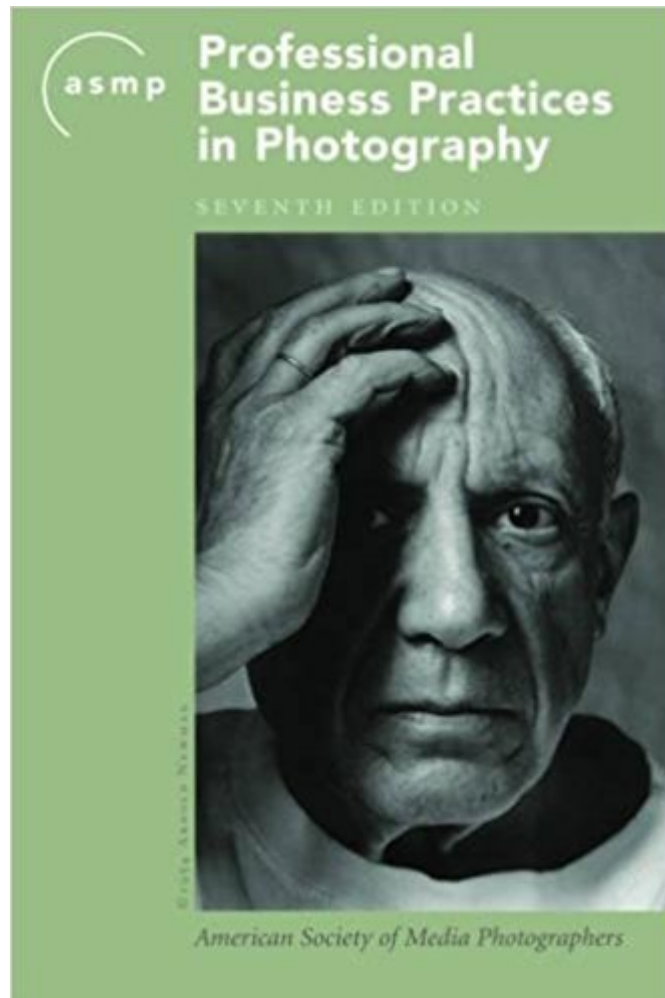




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ASMP Professional Business Practices In Photography



Synopsis

At last! The eagerly anticipated revised edition of the photographer's "business bible" is here, fully updated with the last word on key business practices, industry standards, and resources. Up-to-the-minute coverage now includes digital asset management; metadata standards; the role of Internet, FTP, and e-mail technologies; the impact of media consolidation on assignment and stock photography; and much more. This indispensable guide covers the full range of business and legal questions that photographers might have, with comprehensive advice from the ASMP, the foremost authority in the field. In eleven in-depth chapters, more than two dozen industry experts explore pricing and negotiating, ethics, rights in traditional and electronic media, publishing, and much more. Business and legal forms, checklists, and an extensive cross-media bibliography make this the one reference book that deserves a place on every successful photographer's bookshelf. 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.

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Customer Reviews

The American Society of Media Photographers (ASMP) has been the leading national organization of professional photographers for more than 60 years and is the accepted authority setting the standards for business practices in professional photography.

In 56 chapters and about 450 pages this book covers the gamut (no pun intended) of issues of what an aspiring or practicing professional photographer might face on the business side of their practice. Personally I would call it a "must read" along with the two other books mentioned below. While this book does not provide great depth in many areas, it does provide great breadth and quite useful depth. I would recommend "Best Business Practices for Photographers by John Harrington" and "The Professional Photographer's Legal Handbook by Nancy Wolff" as companions for this book to give you greater depth on many of the key areas covered in this book. While long in length, it is generally very quick reading. Highly recommended!

A good reference for Photographers. I often refer to it for issues that I have questions about.

This is the book if you are starting into photography as a side business or need a go-to reference for your full time business.

This book is required reading for anyone intending to do business in the world of Photography. It also happens to be the required text for a class I'm taking. The class has readings laid out based on sections listed in the table of contents in the print version. The table of contents in the Kindle edition under Menu > Table of Contents (while reading the book) is grayed out. The table of contents does exist though but you have to hunt for it. Go the beginning and page forward until you find it. A bit inconvenient. My experience with using the Kindle 2 for course texts has taught me not to, yet. Perhaps the DX provides a better textbook experience but the price point is too steep.

After reading this book, I find it more geared for the experienced / seasoned photographer. Not to say or discourage beginners; it's just that it may be a bit overwhelming to a beginner. I found it quite informative and detailed about most every area of the photography business. Definitely a great book to keep on the shelf for future reference.

This is a great gift for a photographer in school or wanting to start a business. It is good to have for

reference as well. Helps out with tips for contracts and forms. Covers copyright information and how different types of photography businesses are run. I started out using this book while working on my commercial photography degree and I reference back to it more than often enough. It is WELL worth every penny plus some!

thanks

Great for photographers! Nice read. Also check out The Artists Guide.

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