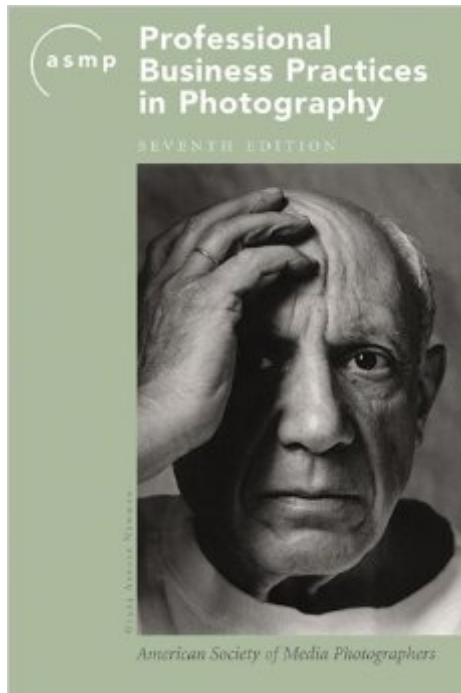


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# ASMP Professional Business Practices In Photography



## 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.

## Book Information

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## Customer Reviews

This is a collection culled from previously published articles in the ASMP Bulletin, by different authors, arranged thematically. The essays feel like self-contained, separate pieces, which they are, and do not coalesce into a unified treatment of this subject. There is no sustained, in-depth discussion of any topic, and although the articles are related and arranged in some thematic order, the resulting book is really little more than a reprint of past ASMP Bulletins (i.e., short, one to two page overviews of topics of interest to practicing photographers).

The ASMP Professional Business Practices in Photography, 7th addition is extremely thorough in its communication of what professional photographers should be doing. It is essential to know the inside and outside information on running a photography business in an ethical and practical way. This book contains information on best practices and how those practices benefit both the professional and the client. In the end it comes down to a positive relationship between the photographer and the client through their services. This book gives great practical advice on how to achieve such a relationship without compromising the profession with low-ball techniques. Sound business practices from qualified professionals in the field making a living and working hard to ethically provide services to clients in a positive and mutually effective way.

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!

This book is required reading for a class called "Business of Photography." There are good snippets throughout for those unfamiliar with business, and photography business specifically. The text is somewhat disjointed in that there is no real theme that progresses throughout. Overall, it is useful.

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 book is so useful that I open almost everyday. I recommend especially the topics concerning commercial photography. Kindle version comes with Highlights from other readers, which helps too.

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!

This book is so jam packed with information covering all aspects of the business side of photography. You will benefit from reading this well-written, well-organized book.. It includes many sample contracts, etc. for releases, consultants, reps, estimates, etc. An A+!

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PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) ASMP Professional Business Practices in Photography ASMP Professional Business Practices in Photography (text only) 7th (Seventh) edition by American Society of Media Photographers Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) PHOTOGRAPHY: Fashion Photography - 8 Practical Fashion Photography Tips For Your Models to Shine (Photography, Photoshop, Digital Photography, Photography Books, Photography Magazines) 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: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Photography Lighting Hacks: 7 Must Know Lighting Tips For Dramatically Stunning Photos..Every Time (photography lighting, portrait photography, ... photography, creativity, dlsr photography) DSLR: DSLR Photography: Learn How to Master the Art of DSLR Photography the Quick and Simple Way: DSLR Photography: DSLR Photography for Beginners: DSLR ... Photography, History of Photography) Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital

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