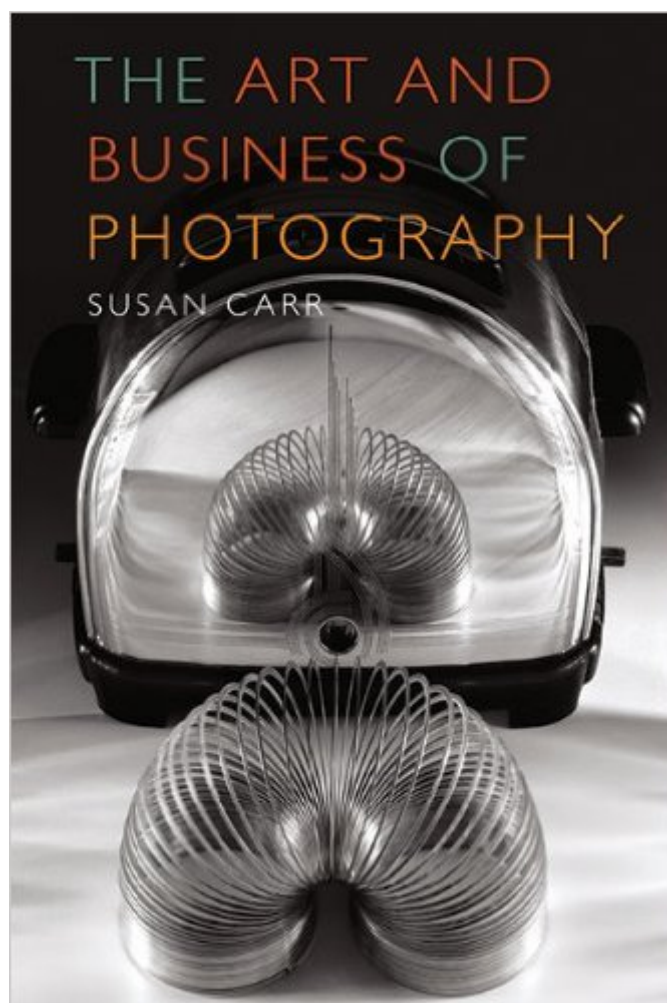


The book was found

The Art And Business Of Photography



Synopsis

Photographers now have the ideal resource to build a solid foundation for success. The Art and Business of Photography takes an honest approach to the photography profession and is a guide to the artistic and business skills that are the foundation of a career in photography. Professional photographer and former ASMP president, Susan Carr, discusses the realities of the photography industry along with the struggles of expressing creativity and producing quality photography. Topics in this distinctive guide include the balance of being an artist and a business person, the basics of copyright, pricing skills, how to find future prospects, and the importance of craft and creativity. Firsthand experiences and sample photographs by top photographers--pursuing various photography subjects and different types of clients--serve to enhance the unique combination of art and business included in this book. This volume also covers the history of the profession and the current state of the industry. Anyone with a love for a photography and the creative process will benefit from this realistic yet inspiring approach to the photography industry. 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: 256 pages

Publisher: Allworth Press; 1 edition (February 15, 2011)

Language: English

ISBN-10: 1581157592

ISBN-13: 978-1581157598

Product Dimensions: 6 x 6.1 x 9 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars Â Â See all reviewsÂ (17 customer reviews)

Best Sellers Rank: #860,575 in Books (See Top 100 in Books) #181 inÂ Books > Arts &

Photography > Photography & Video > Business & Careers #1040 inÂ Books > Arts &

Photography > Photography & Video > Equipment, Techniques & Reference > Reference #1277

Customer Reviews

I just started reading this book today and so far I would have to say it is the best book for photographers I have come across. The creative arts are surrounded by a number of "authorities" who seem to specialize in creating lies that work to the detriment of the artist... In the first three chapters Susan punches holes in several of these lies. For example the well promoted lie that doing commercial work pollutes your own work. Susan call this belief "nonsense" and she is right. Subscribe to that belief and you will starve. As much as art critics love to talk about the hardship of some dead artist (whose work is NOW worth a fortune), economic hardship does not foster creativity. It hampers it. One of my pet peeves of late is the mantra pushed by the numerous consultants to photographers and some art buyers that "you can only shoot one thing" and that if you do shoot more than that you should only show one style and subject matter in your portfolio. Most photographers strongly reject that notion knowing it will cost them a lot of business and opportunities for creative fulfillment. But the pundits continue to preach it... to the detriment of many photographers. The truth is the market is such that very few photographers who limit themselves will do well as a result. Susan shines the light of truth on this and states "the successful contemporary photographer needs the ability to work in and for multiple outlets." hearing someone else say what I know (and I believe any professional photographer knows) to be true is correct had the effect of lifting a large weight from my shoulders.... And the best part is something I discovered that I always thought I had.

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

PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) 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) 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 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, dslr photography) Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Photography & Photoshop Box Set: Includes Photography for Beginners, Stupid. Simple. Photoshop, Photoshop, Portrait Photography & Photography Business Photoshop: Photography for Beginners & Photoshop Box Set: Master The Art of Photography and Photoshop in 24h or Less!!! (Photography, Digital Photography, ... Digital, Portrait, Landscape, Photoshop) Photography: The Complete Beginners Guide to Taking BRILLIANT Photographs that Capture Your Amazingly Beautiful World (Photography for Beginners - Digital Photography, Photography Books) Photography: DSLR Photography Made Easy: Simple Tips on How You Can Get Visually Stunning Images Using Your DSLR (Photography, Digital Photography, Creativity, ... Digital, Portrait, Landscape, Photoshop) Photography for Beginners & Photoshop Lightroom Box Set: Master Photography & Photoshop Lightroom Tips in 24 Hours or Less! (Photography Tips - Wedding ... - Adobe Photoshop - Digital Photography) Photography: Complete Guide to Taking Stunning, Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography : How To Take Professional Images From Your DSLR - Camera, Pictures, Posing, Composition & Portrait (Photography for begginers, photoshop, ... travel, photography composition, business) Photography: NOW! - The Ultimate Guide to Take STUNNING Photos And Change the Way You See the World - Master The Art of Digital Photography With Your Camera ... Digital Photography, DSLR, Creativity) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Start a Successful Photography Business in 34 Days: Actionable steps to plan a portrait or wedding photography business, develop a brand, launch a website, write a marketing plan & more. How to Start Your Own Real Estate Photography Business!: A Step-by-Step Guide to Show You How to Begin Your Own Real Estate Photography Business in 14 ... for real estate, photographing houses)