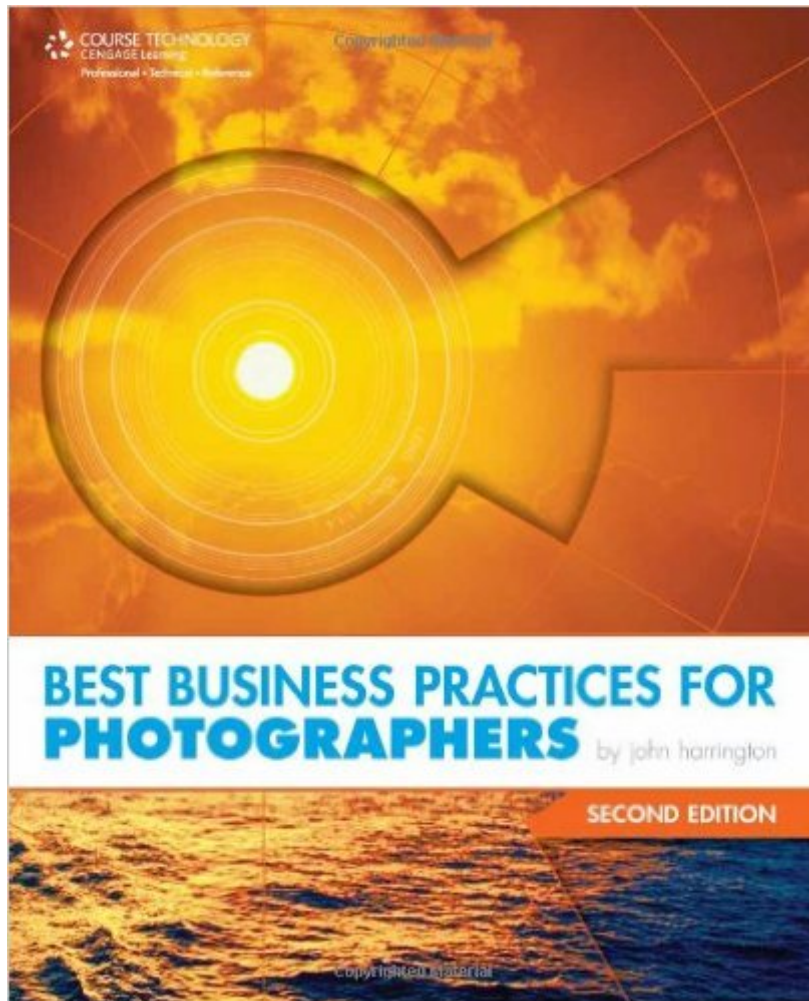


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# Best Business Practices For Photographers, Second Edition



## Synopsis

A follow-up to the successful and acclaimed "Best Business Practices for Photographers", this updated and expanded edition serves as an even more comprehensive guide to achieving financial success and personal satisfaction in your business as a photographer. Included in this new edition are sections on licensing your work, making the career change from a staff photographer to a freelancer, surviving an IRS audit, and more. This book includes best practices in interacting with clients, negotiating contracts and licenses, and business operations. "Best Business Practices for Photographers, Second Edition" is the key to a successful career in photography.

## Book Information

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## Customer Reviews

Here's a well written photography book that most photographers will not want to read. That's because it's aimed at professional photographers who already have at least a little business experience under their belt. Moreover, it's aimed at assignment photographers, rather than studio or fine arts photographers, although some of the people who shoot in these genres may benefit from discussions of things like rights, pricing and insurance. It's all business, with no photographic technique or vision (although Harrington certainly does describe business techniques and vision). Finally, even though it's an excellent book, it does not deal with every aspect of the business of photography. The author begins by reminding the professional photographer that he is in business. There is a brief discussion of equipment in which the author urges the readers to get the best equipment he or she can afford, and a warning that the professional had better consider the logistics

of every job. In another part Harrington discusses working with assistants, employees and contractors as well as pricing, including consideration of factors like retirement accounts and insurance. He discusses hiring accountants and lawyers. To me, the meat of the book is in the discussion of contracts. Besides furnishing the reader with samples of his own documents, he explains essential provisions. There are also chapters on infringement and enforcing contractual rights. There's a brief tour through archiving images, although the essence of Harrington's message is, read Peter Krogh's "The DAM Book", a point with which I heartily agree. The author also touches on the market for stock photographs.

I tend to buy a lot of books, and made the mistake to trust the rave reviews for this one without paying attention to the table of content. Ouch! This book needs to be completely revised for today's market and reality. It is filled with anecdotes that do not apply in today's world. Oddly, the author focuses way too much on problems: from getting audited by the IRS (call your accountant), to dealing with delinquent clients (call a Collection Agency), ... He portrays a very hostile world where everything needs to be in writing... (which is actually good advice btw, hence the 2 stars). I think it's great that the author is honest and shares his struggles... But the ENTIRE book has this negative, very rigid undertone. Here's the catch: while I agree that it's vital to know what to do when things turn bad, starting a career with this sole focus might not be such a good idea... It's incomplete, and frankly very uninspiring. But unfortunately that's not all - here I'm just stating personal preferences as a reader. Here's the real problem... the book is lacking in "business best practices" that actually matter in today's world:- nothing on social media- nothing on marketing- nothing on promotional strategies- nothing on website creation- nothing about personal branding- nothing about understanding the culture of your specific market- nothing on how to approach a new client- nothing on self-generated projects- nothing on success stories of today's photographers sharing insights on the way they work Etc, etc,... These elements are obviously vital, and the author avoid them altogether.

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