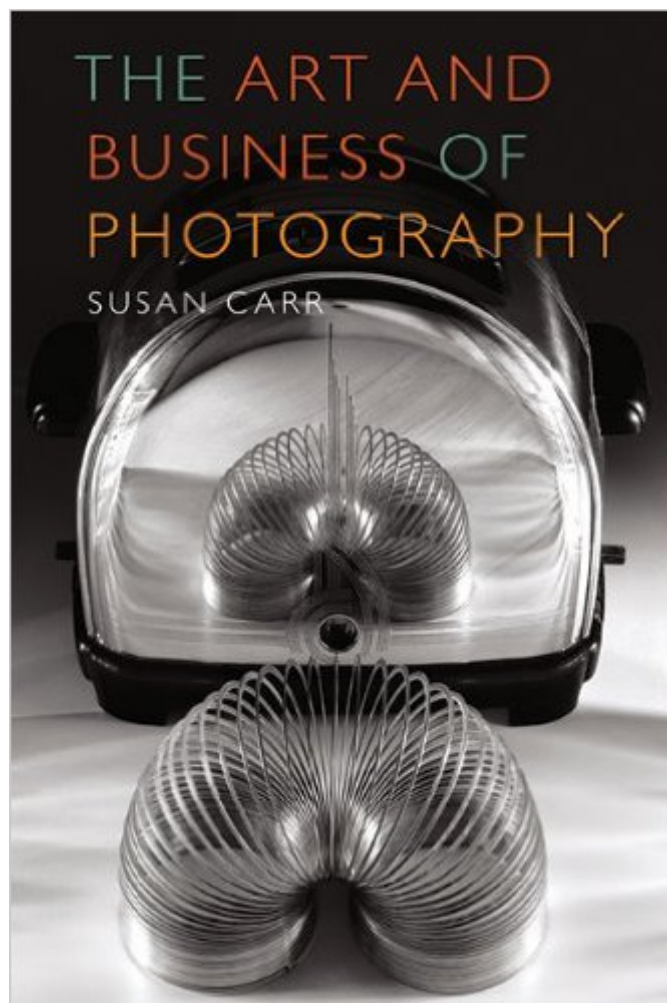


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# The Art And Business Of Photography



## 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.

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## 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.

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