



Photographer s Guide to Marketing and Self-promotion

By Maria Piscopo

Allworth Press,U.S., United States, 2010. Paperback. Book Condition: New. 4th Revised edition. 228 x 152 mm. Language: English . Brand New Book. This fourth edition is updated throughout with the best current marketing and promotional practices, including using e-mail, social media, and effective Web sites; what s new in photography portfolios; how to shoot what you want and sell it too; plus 25 in-depth case studies interviewing top photographers in commercial, editorial, wedding, portrait, event, and fine art photography. Promotion pieces, portfolios, researching and winning clients, negotiating rates, finding and working with reps, computers, and the ethics of good business are just a few of the topics covered. Real-life examples, case studies, and interviews, clearly show photographers how to build a satisfying and lucrative career.

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