



Profitable Photography in the Digital Age: Strategies for Success

By Dan Heller

Allworth Press,U.S. Paperback. Book Condition: new. BRAND NEW, Profitable Photography in the Digital Age: Strategies for Success, Dan Heller, The ultimate digital-age resource for the serious amateur considering a career in photography and the professional wanting to take an existing businesses to the next level! Written by a professional photographer and Internet technology entrepreneur, this guide explains the fundamental shifts within the photography industry since the inception of digital imaging and the Internet. By explaining how business is done now, this book helps photographers understand what it takes to sell, deliver, and compete in today's market. Eschewing the "one size fits all" approach of other guides, this book explores an extensive range of business models to help the reader determine the best approach for selling his or her own photography. Whether working with film or the latest digital equipment, photographers will find real-world insights to crucial topics such as: setting business expectations; applying business sense; marketing photography successfully; setting prices; selling prints; running a Web-based photography business; working with stock photography agencies; legally protecting images; and much more. Profitable Photography in the Digital Age includes special tips for photographers selling images for posters, postcards, and calendars, as well as a...



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