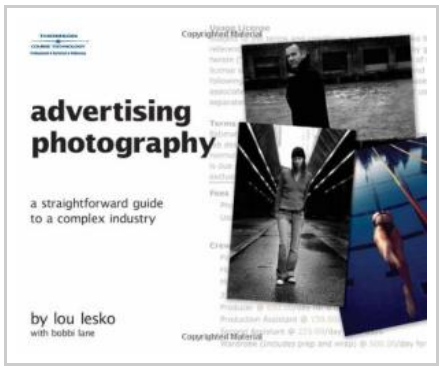


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Advertising Photography: A Straightforward Guide to a Complex Industry (Paperback)

By Lou Lesko, Bobbi Lane

Cengage Learning, Inc, United States, 2007. Paperback. Book Condition: New. 229 x 185 mm. Language: English . Brand New Book. If you are an aspiring or professional photographer looking to break into advertising, Advertising Photography: A Straightforward Guide to a Complex Industry will provide you with an honest and uncensored look at this highly competitive and lucrative business. While working in the advertising photography industry can be glamorous and financially rewarding, it can also be intimidating and difficult to break into, requiring networking savvy, financial know-how, and marketing and business skills on top of photographic talent. Advertising Photography strips away the glitz and presents a candid and complete picture with solid advice to newcomers. It helps you learn how to get your business started, including writing a business strategy, successfully negotiating a bid, what to expect during the shoot, post production and delivery tips, and how to properly invoice your clients. This book explores several business management styles supported by the real-world experiences of veteran advertising photographers, illustrated with stunning full-color images of the work that got them where they are today. By examining the methods and strategies used by those who have already made it in the industry, it...

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