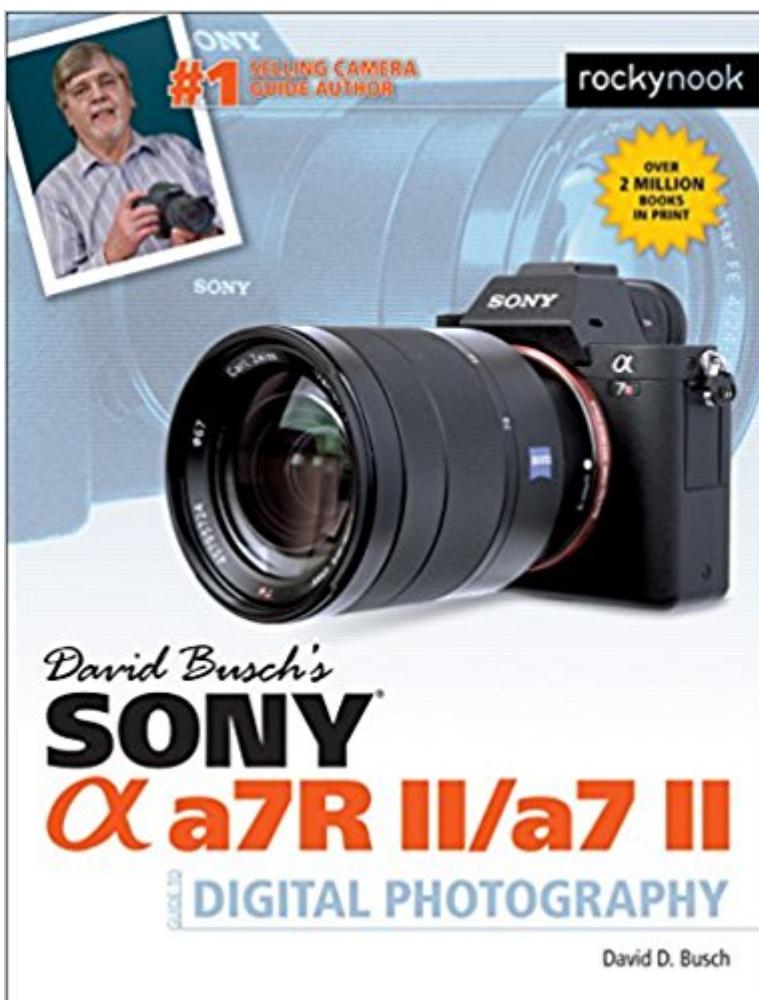


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David Busch's Sony Alpha A7R II/a7 II Guide To Digital Photography



Synopsis

David Busch's *Sony Alpha a7 II/a7R II Guide to Digital Photography* is the much-anticipated comprehensive resource and reference for two of the hottest cameras on the market today. Sony's advanced 24-megapixel mirrorless Alpha a7 II and the ground-breaking 42-megapixel Alpha a7R II combine high-resolution imaging and remarkable low-light performance in the world's smallest full-frame package. Both cameras have fast sensor-based phase detect autofocus and 5-axis in-body image stabilization that adds powerful SteadyShot anti-shake vibration reduction to Sony E-mount and adaptor-mounted A-mount and third-party lenses. With this book in hand, you will explore the world of digital photography, develop your creativity, and take great photographs with your a7 II or a7R II. Filled with detailed how-to steps and full-color illustrations, David Busch's *Sony Alpha a7 II/a7R II Guide to Digital Photography* covers every feature of this mirrorless tandem in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more, and relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to each camera's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for each menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast exploring full-frame photography for the first time, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony a7 II and a7R II.

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Customer Reviews

I rarely write reviews but I've found this book so compelling that I wanted to. This is the best book I have read about my a7R II. The author clearly knows his stuff. If you buy one book about your a7R II/a7 II it should be this one. The author's writing is lucid and thorough. The book is well organized proceeding from simpler concepts and functions in beginning chapters to the more specific and detailed in later ones. There are pictures and diagrams to supplement readings. The author provides recommendations and suggestions and his reasons for them. Busch also spends time explaining photographic concepts in relation to the camera -- this was what put the book over the top for me. The knowledge behind his explanations is obvious. For example the author explains crop factor and how it relates to the camera. If you're looking for a quicker read about your A7 series camera I'd also recommend "Sony a7 Series: From Snapshots to Great Shots" by Brian Smith. Smith's book doesn't go into as much detail nor does he provide as much useful background context as David Busch. Smith's book also lacks detailed explanation of functions on the a7r ii and a7ii -- a major weakness in my eyes. That said the book by Brian Smith may get you up and running faster.

The sony pdf (or printed) manual is terrible. For example, I wanted to set the focus mode on the camera. Continuous and Single focus are obvious settings, but want is "DMF". If you look up "DMF" in the Sony manual, you'll find it under the "Focus Modes" list. The information about what "DMF" is is "DMF" (believe it or not, that's it!). If you want to know what "DMF" is and a lot of other stuff, buy this book. The Kindle version is great, because you'll always have it with you on your smart phone.

I have not read this book from cover to cover, but I do refer to it from time to time as I own both a

Sony a7R II and a7 II. This is an excellent resource for someone with either of these Sony cameras, written by a professional who has a very clear and no-nonsense communication style. Highly recommended.

David's books are all consistently wonderful and I consider them a "must have" for my cameras. This is the third camera/book I have from him. 1000% better than the useless stock manual, the books show pretty much everything you need to know about your camera and more. Excellent writing style, well organized, lots of examples, color photos.... it is the first and best accessory for your camera and covers all levels of photographic experience.

Clear, concise, complete. Not an encyclopedia explaining every nuance, but a very valuable resource to get much better acquainted with your new camera. Well worth the purchase price.

Very nice book. Even if you're experienced. This camera is so complicated! It's always good to have a resource as detailed and well explained as this book. Recommended!

An excellent readable and thorough book. He brings years of professional photography experience to the evaluation and analysis of the a7II. I especially enjoyed the few, but well chosen, forays into some of the real technical nuances of the camera.

For a camera so plenty of features, a thorough review and guide for all of them (may be all or not, but to me all are covered). It shortened dramatically my learning curve and remains a constant reference (I've come from a Canon 5D mk III)

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