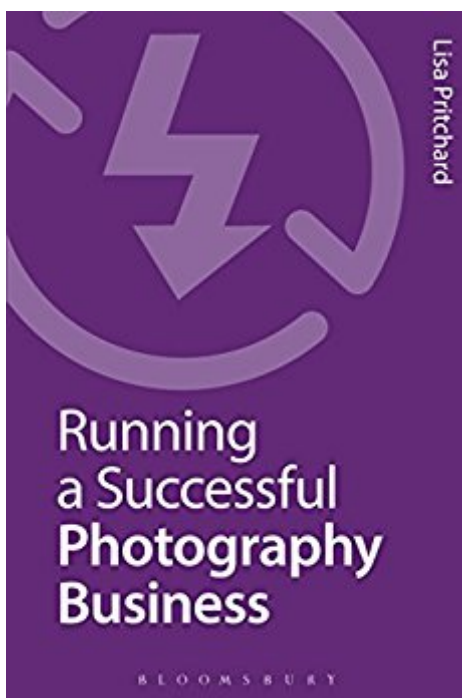


The book was found

# Running A Successful Photography Business



## Synopsis

Running a Successful Photography Business is the definitive business bible for every professional photographer – a one-stop resource covering everything you need to know to make your business a success. This handy book contains guidance on the key areas of running your business: fine-tuning your brand, attracting new clients and keeping existing ones, costing and producing shoots, professional ethics and codes of practice, contracts, preparing a business plan, operating your business effectively, legal obligations, working with agents and agencies and how to evolve and prosper in this ever changing industry. Everything a working photographer needs to know in order for their business to flourish. Written from the unique point of view of a leading photographers' agent, the author knows from first-hand experience what it takes to survive and succeed as a professional photographer. This book builds on the author's popular first book, Setting up a Successful Photography Business, aimed at those starting out in freelance photography.

## Book Information

File Size: 32201 KB

Print Length: 208 pages

Publisher: Bloomsbury Academic; 1 edition (July 6, 2017)

Publication Date: July 6, 2017

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B071NXSXMW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #471,755 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #39

in Kindle Store > Kindle eBooks > Arts & Photography > Photography > Professional #159

in Books > Arts & Photography > Photography & Video > Business & Careers #3645

in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference

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