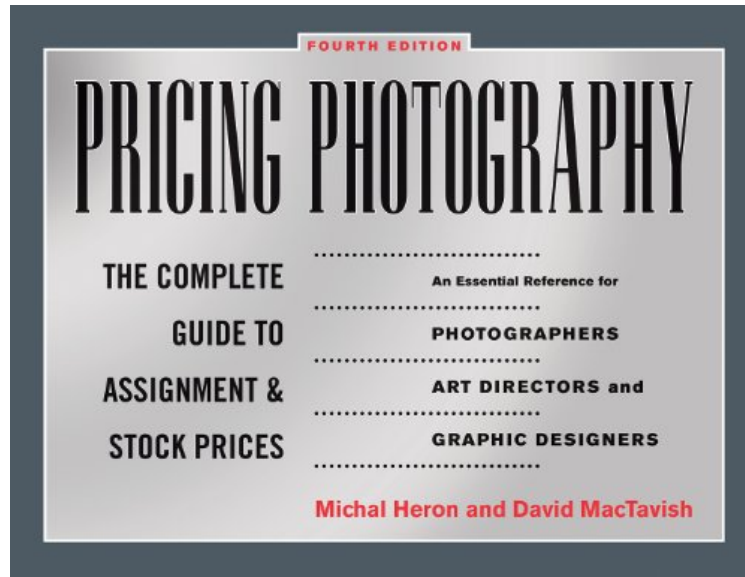


Pricing Photography: The Complete Guide to Assignment and Stock Prices

Von Michal Heron, David MacTavish
ebooks / Download PDF / *ePub / DOC / audiobook



 Download

 Read Online

Produktinformation -Verkaufsrang: #1387754 in eBooksVerffentlicht am: 2014-01-21Erscheinungsdatum: 2014-01-21File Name: B00I2G708Y | File size: 33.Mb

Von Michal Heron, David MacTavish : Pricing Photography: The Complete Guide to Assignment and Stock Prices before purchasing it in order to gage whether or not it would be worth my time, and all praised Pricing Photography: The Complete Guide to Assignment and Stock Prices:

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. A Bible! Von Paul M. Bowers This is a must-have for those trying to start or run a photography business. Tells you how, not just what, to charge. Gives you words to use when negotiating assignments and stock sales. I wish more photographers would use this book. I also recommend it to my clients. 0 von 0 Kunden fanden die folgende Rezension hilfreich. Title and abstract are misleading Von Harry Timko When I bought this book, I was looking for info on how to price a photo assignment for sale. The title and short abstract of the book led me to believe this would be a great reference for my purposes. However, when I got the book, the first few paragraphs pointed out that its focus was on assignment stock photography, not for pricing photo assignments in which the finished prints are to be sold to individual clients. If I were submitting stock photos to publishers, it would be a great reference for me. It gets 2 stars only because it didn't suit my purposes at the time.

KurzbeschreibungWritten by successful freelance photographers, this classic trade reference tool provides photographers with a wealth of time-tested information on everything from estimating prices, identifying pricing factors, and negotiating fair deals. Topics discussed include practical information on the economics of photography, cutting-edge negotiation techniques, pricing guidance for photography buyers, how to structure prices to fit any type of market and usage, how to define prices in a way that guarantees long-term profitability, and the specifics of pricing

electronic media. A must-have addition to every photographers bookshelf.