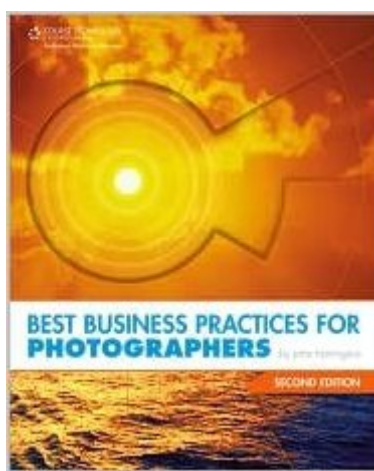


The book was found

Best Business Practices For Photographers 2nd (second) Edition Text Only



Synopsis

Best Business Practices for Photographers [Paperback]John Harrington (Author)

Book Information

Paperback

Publisher: Course Technology PTR; 2nd edition (2009)

ASIN: B004PHAG44

Average Customer Review: 4.6 out of 5 stars 139 customer reviews

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Customer Reviews

Best Business Practices for Photographers [Paperback]John Harrington (Author)

This book was like having a personal coach to prepare you for the big game. The Author helped me learn about things I didn't know I needed to ask when stepping into the work of becoming a professional photographer.

Great book for aspiring photographers who need a bit of a reality check when it comes to the business vs art ratio. Really walks you through all aspects of running a photography business so one has a pretty good idea of what to expect!

I purchased this book shortly after deciding to go pro. Even though this book is intended for those already in business to ensure they stay in business it is just as useful for someone just getting started. Not always an easy read, however, John is very upfront and honest about what happens if you do not do certain basic business practices. Highly recommend for anyone who's been in business for 20 years or 20 seconds.

This is PACKED full of information that EVERY photographer that is in business, going in to business, or even thinking about going in to business should read!! I keep it with me at ALL times and pick it up just about every day and read something out of it. I think I have read it twice already and I will keep reading it over and over again until I get everything down!

I've been shooting professionally for 43 years. Just came back from a brief retirement as I love the field so much. This go around, I'm Freelancing it. No more hassles of studio ownership, no partners taking the fun out of it, no more serving as a Photographer Director to Photographers & Videographers who obediently shoot when I tell them too. This book is the best business book I've ever seen; not in this life-not in the previous 43 years. Especially not in Art School, back in the 70's no one taught the business end; which, unless you want to fit the starving artist mold, may be the most important part of the art of photography. Great job, Mr. Harrington, great book, a must read for students, beginning pros, to seasoned professionals.

I am an amateur photographer. I bought, read, and enjoyed John Harrington's Best Business Practices for Photographers, Second Edition. I believe John wrote both his first and second editions with professional photographers in mind. Every professional photographer should own this book. If you are an amateur like me, you should buy this book, and let me tell you why. If your photography is good, sooner or later, a friend or family member will ask you to photograph something and offer to pay you for it. As soon as you decide to accept money for your time, sell your photographs at a show, or sell your photos over the Internet, you are in business. Even if you are giving your craft away to a non-profit, you will want some control over your work and some assurance that your work will not be used to harm. You will need to know when you and your work need protection and how to do it. If money changes hands you are in business, and in every municipality in the US being in business means something. The moment money changes hands you are required to register your business as an entity; adhere to all local licensing and zoning laws; and pay federal, state and local taxes including sales tax. Once your business has value - enough that someone would pay you for your time and work - then you will want to protect your business, your work, and yourself from harm resulting from your business activity. So amateurs should buy this book too. As an amateur you may someday be faced with the prospect of selling your time and work. You should know what that means and be prepared for that decision. I hope John will view my review as affirmation for his work and embrace this perhaps unintended consequence of his book in the marketplace. On a lighter note I would like to report that this book is well written, accurate, and very up to date. I would highly recommend that every photographer purchase and read this book, cover to cover.

This book has a ton of brilliant insight in it, and if you're studio art degree didn't have much business for photographers to it, then this is a must have. You'll go from a clueless bidder to an educated

business savvy photographer providing you have the skill and you're already actively engaging clients. It's not a magic pill, you still have to do all the leg work.

A very comprehensive (if not a bit too comprehensive in some areas) and well written book. Although Mr Harrington prefaces the book by stating it is written for the established professional photographer -- in my opinion, anyone even considering going pro should read this book first. It gave me a much better idea of the legal pitfalls of this profession that I was not originally aware of, which will allow me to put processes in place even before my website is up, in order to avoid potential future problems.

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