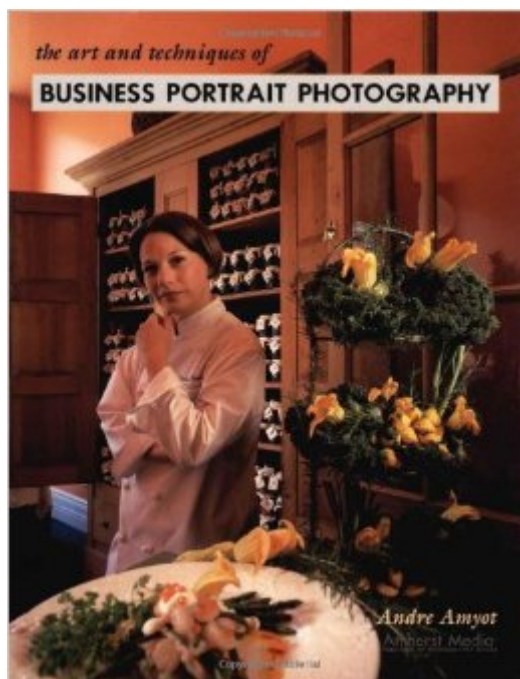


The book was found

The Art And Techniques Of Business Portrait Photography



Synopsis

Photographers wanting to create great business portraits must go beyond easily composed, well-lit "mug shots" created in the studio. This book focuses on maximizing the bottom line and improving creativity, giving business-portrait photographers an edge over the competition. An overview of the business skills needed to achieve success in this arena is provided, including finding a niche, pricing portraits, advertising, marketing, and finding an assistant. The professional techniques that are a prerequisite for top-quality photography are presented, including technical advice on exposure, metering, diffusing light, and selecting the necessary equipment. A thorough discussion of composition and lighting considerations is appended to each image, and ample, clearly drawn lighting diagrams are included throughout.

Book Information

Paperback: 128 pages

Publisher: Amherst Media (May 1, 2003)

Language: English

ISBN-10: 1584281073

ISBN-13: 978-1584281078

Product Dimensions: 8.5 x 0.4 x 11.1 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #1,956,150 in Books (See Top 100 in Books) #427 inÂ Books > Arts &

Photography > Photography & Video > Business & Careers #2222 inÂ Books > Arts &

Photography > Photography & Video > Equipment, Techniques & Reference > Reference #2731

inÂ Books > Arts & Photography > Photography & Video > Portraits

Customer Reviews

I've decided to get back into professional photography after many years. I bought many photography books, DVDs, online courses so that I would get a feel for the market and customer tastes. A lot of books and DVDs are outdated, not only on equipment use (film vs digital), but also on portrait styles, and marketing techniques. This is the most informative book that I've read on corporate photography, people portraiture, lighting techniques and location challenges, equipment use, and a definitive guide for the business end - a major weakness for most artists. You can hunt the Internet to find what other photographers are charging for their services, but apart from obvious talent, you will not know why they charge what they charge. This books tells you how to calculate

your costs and price your services for economic growth. Although this book concentrates more on the corporate or business niche, the lighting techniques and strategies exposed will serve you well for other types of photography. Lighting set-ups and equipment used are explained in detail. The author even indicates timelines for set-ups and actual customer shooting time. This will help you in being realistic when you price your contracts. The high quality photographs can inspire your own creativity. A must read. The author is also a coach for new and seasoned photographers. Check out his site at: [...] I've never met Andre Amyot, but I've heard of him through other successful photographers.

I just received this book today. I had been really excited about it and had 'looked inside.' The front and back covers have great business portraits, of the type that I wanted to create. What was disappointing is that the interior of the book doesn't give me any MORE of these kinds of images. The author, Andre Amyot, is clearly talented and knows what he's talking about, so it's not that. The problem is that the sample images in the book are far more commercial and industrial. If you're looking to take more industrial portraits, of executives for annual reports and the like, it's probably for you. You'll see loads of industrial settings and probably be really excited. As more of a personal photographer, personally, I wanted the more warm, inviting and intimate type of business portraits that were displayed on the covers, and these were lacking. The author talks a lot about business, which is great, but is SUCH a repeat of what I've read in so many books on professional photography, there wasn't anything new there. What's my bottom line recommendation? If you want to take commercial photography of the sort in an annual report, like REALLY commercial, not more personal and warm, then this book is great. If you need to learn lighting techniques, how to use multiple lighting sources and get a great exposure, this book is great, you'll learn that. If you don't have a clue about how to run a professional photography business and make a decent living and not live below the poverty line as so many do, you'll learn that. BUT, if you really want to learn how to create warm, personal portraits of business people, and you know how to set up and light a portrait, save your money and just get your inspiration from the front and back covers, because you probably won't find much more of interest that's worth paying for inside. My 2 cents worth.

[Download to continue reading...](#)

PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography

business) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Photography Lighting Hacks: 7 Must Know Lighting Tips For Dramatically Stunning Photos..Every Time (photography lighting, portrait photography, ... photography, creativity, dlsr photography) PHOTOGRAPHY: Fashion Photography - 8 Practical Fashion Photography Tips For Your Models to Shine (Photography, Photoshop, Digital Photography, Photography Books, Photography Magazines) DSLR: DSLR Photography: Learn How to Master the Art of DSLR Photography the Quick and Simple Way: DSLR Photography: DSLR Photography for Beginners: DSLR ... Photography, History of Photography) Photography: Portrait Photography: 9 Tips Your Camera Manual Never Told You About Portrait Photography Photography & Photoshop Box Set: Includes Photography for Beginners, Stupid. Simple. Photoshop, Photoshop, Portrait Photography & Photography Business Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) Photoshop: Photography for Beginners & Photoshop Box Set: Master The Art of Photography and Photoshop in 24h or Less!!! (Photography, Digital Photography, ... Digital, Portrait, Landscape, Photoshop) Photography: DSLR Photography Made Easy: Simple Tips on How You Can Get Visually Stunning Images Using Your DSLR (Photography, Digital Photography, Creativity, ... Digital, Portrait, Landscape, Photoshop) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography : How To Take Professional Images From Your DSLR - Camera, Pictures, Posing, Composition & Portrait (Photography for begginers, photoshop, ... travel, photography composition, business) Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) Start a Successful Photography Business in 34 Days: Actionable steps to plan a portrait or wedding photography business, develop a brand, launch a website, write a marketing plan & more. Digital Portrait Photography: Art, Business & Style (A Lark Photography Book) The Art and Techniques of Business Portrait Photography Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) The Complete Portrait Manual (Popular Photography): 200+ Tips and Techniques for Shooting Perfect Photos of People (Popular Photography Books) Photography: The Complete Beginners Guide to Taking BRILLIANT Photographs that Capture Your Amazingly Beautiful World (Photography for Beginners - Digital

Photography, Photography Books)

[Dmca](#)