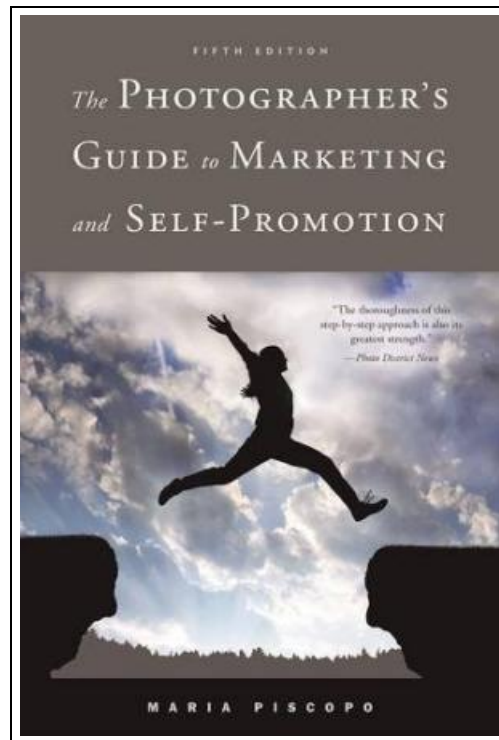


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(Prof. Lenna Beatty III)

THE PHOTOGRAPHER S GUIDE TO MARKETING AND SELF-PROMOTION (PAPERBACK)



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Skyhorse Publishing, United States, 2017. Paperback. Condition: New. Fifth Edition. Language: English . Brand New Book. Veteran photographer s rep Maria Piscopo turns theory into practical, easy-to-understand advice about building a marketing plan that incorporates self-promotion, advertising, direct marketing, public relations, and the Internet. This fifth edition has been thoroughly revised to include the most up-to-date coverage of social media and website development, and includes thirty-seven interviews with top photographers. Readers will learn how to: Create a business plan Identify a marketing message Find reps and agents Hire a marketing coordinator Deal with ethical issues Work with commercial and consumer clients Plan a budget Create an effective portfolio Write press releases The Photographer s Guide to Marketing and Self-Promotion contains unique information to help professional and aspiring photographers build satisfying, lucrative careers. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don t aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.



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