

Tucci And Usmani's The Business Of Photography - , Rosena Usmani

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The fundamentals of running a professional photography business and studio are explained in this guide to the commercial side of photography. A road map to navigating the perils and embracing the triumphs, this reference covers all the critical skills required to establish a business, design a product line, market services and products, and manage the bottom line. Topics include selecting the right insurance package, obtaining the various licenses and tax IDs, and hiring the best employees. An invaluable resource for photographers, this is a must-have manual to the mechanics of successful professional photography. Author: Tucci, Damon Author: Usmani, Rosena Publisher: Amherst Media, Inc. Illustration: N Language: ENG Title: Tucci and Usmani's the Business of Photography Pages: 00000 (Encrypted PDF) On Sale: 2011-01-14 SKU-13/ISBN: 9781584289975 Category: Photography : Careers Category: Photography : Reference

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