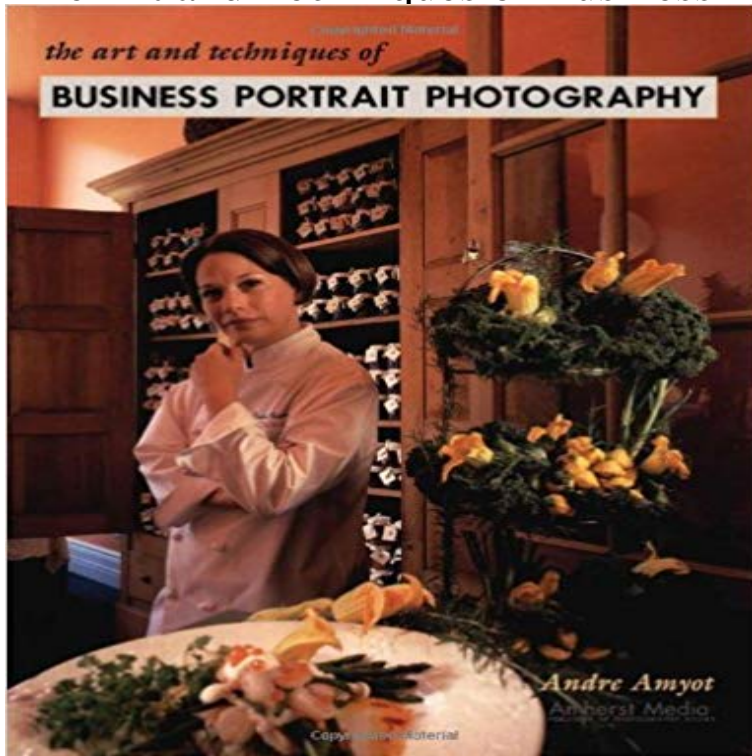


The Art and Techniques of Business Portrait Photography



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.

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