



# ASMP Professional Business Practices in Photography

By American Society of Media Photographers

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**ASMP Professional Business Practices in Photography** By American Society of Media Photographers

At last! The eagerly anticipated revised edition of the photographer's "business bible" is here, fully updated with the last word on key business practices, industry standards, and resources. Up-to-the-minute coverage now includes digital asset management; metadata standards; the role of Internet, FTP, and e-mail technologies; the impact of media consolidation on assignment and stock photography; and much more. This indispensable guide covers the full range of business and legal questions that photographers might have, with comprehensive advice from the ASMP, the foremost authority in the field. In eleven in-depth chapters, more than two dozen industry experts explore pricing and negotiating, ethics, rights in traditional and electronic media, publishing, and much more. Business and legal forms, checklists, and an extensive cross-media bibliography make this the one reference book that deserves a place on every successful photographer's bookshelf.

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The American Society of Media Photographers (ASMP) has been the leading national organization of professional photographers for more than 60 years and is the accepted authority setting the standards for business practices in professional photography.

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