



Professional Photography: The New Global Landscape Explained

By Grant Scott

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Since the 2006 photographic digital revolution, the world of professional photography has been on a rollercoaster of evolution. Not only has new camera technology transformed every aspect of the professional photographer's workflow, but it has also changed business practices across the industry. This essential handbook uses a global approach to teach photographers how to thrive in a fast-changing and competitive international marketplace. Highlights include practical examples and detailed advice about:

- Being well-versed in creating both still and moving images.
- Designing and maintaining a well-structured website.
- The importance of engaging with social media.
- Exploring personal projects to find new clients.
- Managing print sales and exhibiting.
- Understanding budgeting and copyright in a digital world.

The accompanying podcast interviews with some of today's top professional photographers provide additional insider information to help photographers understand their place in both the commercial and creative worlds.

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Editorial Review

About the Author

Grant Scott became a professional photographer in 2000 after working for fifteen years as an art director of photography books and magazines. His images and photographic narratives bring together his experience working with some of the greatest photographers of the last century with his graphic and journalistic talents. He has edited *Professional Photographer*, *Photography Monthly*, and *Turning Pro* magazines in the UK and is now a freelance creative director, a senior lecturer for Editorial and Advertising Photography at the University of Gloucestershire, and the founder and curator/editor of The United Nations of Photography. His first monograph of photography, *At Home with the Makers of Style*, was published by Thames & Hudson in 2006.

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