



AMERICAN SOCIETY OF MEDIA PHOTOGRAPHERS

THE MOST AUTHORITATIVE BOOK ON THE BUSINESS 6th edition ASMP Professional Business Practices in Photography

If you had to have just one book on the business of photography, this is it!

The 419-page Sixth edition of the ASMP Professional Business Practices in Photography is being hailed as the most definitive and authoritative of its kind.

"Most photographers obsess about photography as art; the problem is that in the real world, photography is more a business. This book is invaluable in making photographers understand that." - Eric Meola, photographer, New York.

Covered are subjects ranging from assignment, stock, pricing and estimating, negotiating fees and agreements, rights and value in traditional and electronic media, formalizing agreements (with a range of forms and appropriate language), copyright, electronic technology, business and marketing strategies, book publishing and professional services. Also included is a comprehensive bibliography of software, video and audio tapes, Web sites, directories and professional organizations.

The chapter on stock photography is equivalent to the third edition of ASMP's popular stock photography handbook. This chapter alone is worth the total price!

Price: \$23.95; ASMP members, \$21. Code: PBP

Rights and Value - In traditional and electronic media An ASMP White Paper by Scott Highton

Protecting your rights and pricing your work in electronic media and understanding the value of your work in the new media are among issues addressed in this ASMP White Paper. Photographers gain an excellent overview of the scope of electronic rights and get advice on copyright protection, the value of content, and pricing and compensation structures.

Written by the former chairman of ASMP's technology committee, Scott Highton, Rights and Value also contains a sample pricing system based on the structure created by the Media Photographers' Copyright Agency (MP©A). This is an excellent guide for photographers to determine a pricing basis.

Price: \$8.95; ASMP members, \$4.95. Code: R

Formalizing Agreements

by former ASMP executive director Richard Weisgrau

Clear and concise, this contains a wealth of information on terms and conditions, licensing considerations, usage rights, the correct language to protect photographers' rights, numerous examples of forms and releases.

Price: \$12; ASMP members, \$8. Code: FA

ASMP is recognized internationally as an authoritative source of information on the business of photography. And in pursuit of its educational and informational goals, the Society has a vigorous and continuous publications program directed to members, buyers of photography, and the entire photography industry.

PUBLICATIONS

Working with Architectural Photographer by ASMP

Developed by ASMP to illustrate the fundamental principles involved during a typical architectural photography assignment. By defining key terms, answering commonly asked questions and using easy-to-follow case study examples, it guides you through the entire process of working with an architectural photographer.

Price: In quantities: \$15 for 10(+ \$5 Shipping); \$45 for 50(+ \$7 Shipping), and \$75 for 100(+ \$10 Shipping). ASMP members: \$10 for 10(+ \$5 Shipping); \$40 for 50(+ \$7 Shipping); and \$70 for 100(+ \$10 Shipping). Code: CAP

Working With An Assignment Photographer by ASMP

Developed by ASMP to illustrate the fundamental principles involved during a typical commercial photography assignment. By defining key terms, answering commonly asked questions and describing today's best practices, it guides you through the entire process of working with an assignment photographer.

Price: In quantities: \$15 for 10(+ \$5 Shipping); \$45 for 50(+ \$7 Shipping), and \$75 for 100(+ \$10 Shipping). ASMP members: \$10 for 10(+ \$5 Shipping); \$40 for 50(+ \$7 Shipping); and \$70 for 100(+ \$10 Shipping). Code: OBP

Copyright Guide for Photographers

A concise coverage of what you need to know about copyright. Includes info on copyright basics, registration, copyright notice, licensing rights, work for hire, copyright transfer, fair use, buyouts and more.

Price: \$5.95; ASMP members, \$4.95. Code: CG

Valuation/Lost Damaged Transparencies

by Michael D. Remer, Esq.

A collection of court decisions by attorney Michael D. Remer, Esq., covering events and cases that have established the principle that a transparency or negative is an income-producing asset with a value far exceeding the cost of the film and processing.

Price: \$14.95; ASMP members, \$12. Code: VLDT

The Business of Images Video

Edited from the highly-acclaimed 2-hour videoconference produced by ASMP and The Newhouse School, Syracuse University, this dynamic video features photographers Clint Clemens, Michael Furman, and Stephen Wilkes with business consultant Emily Vickers discussing down-to-earth business. Valuable information gathered over many years is shared by a group of leading professionals.

Price: \$5; \$2 shipping & handling. Code: BIV

