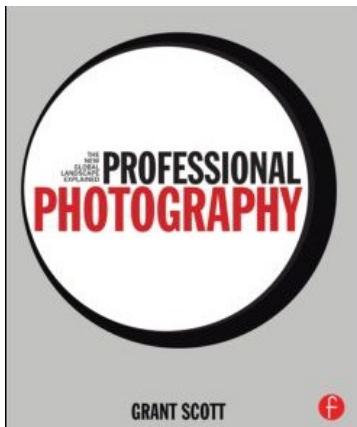


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Boston, USA

The essential handbook to professional photography in the new, fast-changing global marketplace



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, *Professional Photography: The New Global Landscape Explained*, 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.

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.

"I have worked with professional photography and photographers for over twenty eight years, a period of tumultuous change and creative, commercial and technical challenges. This book is the result of that experience and my desire to question where professional photography is today and may be going tomorrow". - Grant Scott

Author Bio:

Grant Scott became a professional photographer in 2000 after working for fifteen years as an art director of photography books and magazines such as *Elle* and *Tatler* in the UK. His images and photographic narratives bring together his experience working with some of the greatest photographers of the last century such as William Klein, Don McCullin, Sylvia Plachy, Corrinne Day, Jean Loup Sieff, Steve Pyke, David Bailey and Herb Ritts 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 photographer, a senior lecturer on Editorial and Advertising Photography at the University of Gloucestershire, and the founder and curator/editor of The United Nations of Photography. He has been a jury member on the World Press Photo Multi-Media Awards as well as a judge of numerous international photographic competitions. As a photographer he has worked for a broad range of international clients including *Vogue*, *Instyle*, *Glamour*, Bang & Olufson, Young & Rubicam, John Lewis, IKEA and Sony Ericsson amongst others. He has exhibited both nationally and internationally and his first monograph of photography, *At Home with the Makers of Style*, was published by Thames & Hudson in 2006.

Visit the book page at: <http://bit.ly/U4BS07>

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