



# Digital Stock Photography: How to Shoot and Sell

*Michal Heron*

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# Digital Stock Photography: How to Shoot and Sell

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## **Digital Stock Photography: How to Shoot and Sell** Michal Heron

Digital Stock Photography equips photographers with everything they need to know to create digital stock photos that sell in today's marketplace. From organizing a shoot to raking in the profits as the pictures sell and sell and sell again, all the steps are here: Capturing digital images, working with scans, digital delivery of images, evaluating equipment, organizing digital files, building an archive, and more. Thirty assignments, designed to reflect the latest trends in photography, provide readers with a blueprint for building a stock collection. Special sections explain how to market, negotiate and quote prices, and manage a business, plus obtaining model releases and protecting copyright.

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