



Best Business Practices for Photographers

By John Harrington

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A successful photographer must pay close attention to all of each business obligation and must find a balance that keeps his or her business thriving. It takes more than just talent to get ahead in the marketplace. Strong business skills are just as important. Best Business Practices for Photographers covers the essential business topics that professional photographers need to know in order to succeed. It does not focus on taking pictures, starting a photography business, or selling photography, but rather explains how photographers can meet important business objectives. Instead, it covers the focal points of best practices--best practices in interacting with clients, best practices in negotiating contracts and licenses, best practices in business operations. This book provides a roadmap for successfully navigating these, and many other issues, facing photographers today.

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Editorial Review

About the Author

John Harrington has worked for more than 16 years as an active photographer in Washington DC and around the world, working with both editorial and commercial clients. His photography business has been successful, with income rising ten-fold since he started. He has spoken at courses and meetings of The NPPA's Northern Short Course, The White House News Photographers Association, Smithsonian Institution, Corcoran School of Art and Design, American Society of Media Photographers Capital Region, University of Maryland, Northern Virginia Community College, Trinity College, and the Northern Virginia Photographic Society. Editorially, his credits have included the Associated Press, The New York Times, The Washington Post, Time, Newsweek, US News and World Report, The National Geographic Society, USA Today, People, MTV, and Life. For corporate and public relations clients, John has successfully placed images with the wire services (Associated Press, Reuters, Gannett, Agence France Presse, and UPI) over three hundred times. Commercially, John has worked with well over half of the top fortune 50 companies, and even more of the top 500. Ad campaigns for Siemens, Coca Cola, General Motors, Bank of America, and Freddie Mac, to name a few, have been seen worldwide.

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