



The Professional Photo SourceBook

Section 11

Library

Photo Books	486-495
Video Tapes	496-497

BOOKS

BOOKS OF INTEREST

LIBRARY

486



CREATIVE TECHNIQUES FOR PHOTOGRAPHING CHILDREN

Creative, beautiful, lively portraits and candid shots of children. Explores every aspect in the studio or at home. More than 125 full-color and b&w photo illust: finding your own personal style, making your photos creative, creating great compositions, portrait lighting, locations & backdrops, processing & printing, working with kids and parents. 8 x 11, 140 p.

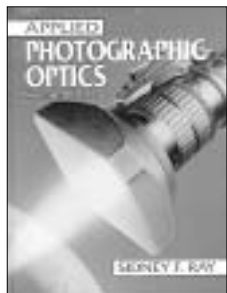
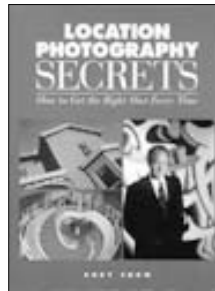
Item # BOCTPC.....24.50

LOCATION PHOTOGRAPHY SECRETS

How to Get the Right Shot Every Time

Whether on a factory floor or a mountain peak, this book will help you meet the technical challenges you are bound to encounter. Includes: using lenses, creative composition, using filters and more! 8½ x 11, 144 p. 150 color illustrations.

Item # BOLPSQ24.95



APPLIED PHOTOGRAPHIC OPTICS, IMAGING SYSTEMS FOR PHOTOGRAPHY, FILM & VIDEO —

Second Edition
by *Sidney F. Ray*

The most extensive treatment of optics and its practical application to visual media gathered in one source. 526 p.

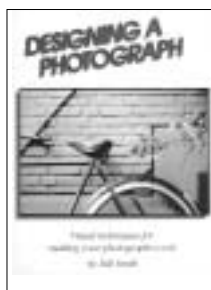
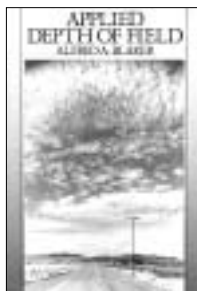
Item # BOAPO(hardbound) 112.50

APPLIED DEPTH OF FIELD

by *Alfred A. Blaker*

A complete guide for photographers on the application of depth of field principles. Excellent for photographers of all levels. 282 pages.

Item # BOADF.....(spiral bound) 52.95

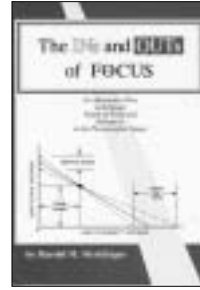


DESIGNING A PHOTOGRAPH

by *Bill Smith*

"Insights on design and the way the mind and eye tend to order visual information. . . stresses the refinement of one's unique vision." — Petersen's PhotoGraphic. Striking visual exercises teach how to design and organize photographs. 8 x 11, 144 p. 150 color plates. 25 black & white illustrations.

Item # BODPZ.....(paper) 22.50



THE INS AND OUTS OF FOCUS

by *Harold M. Merlinger*

Perfect for the advanced photographer who wants to master the imaging process! Challenging and stimulating, this book contains loads of information not in any other popular book on photography! 6 x 8½, 86 p. , 40 illustrations and diagrams, bibliography, addendum, index.

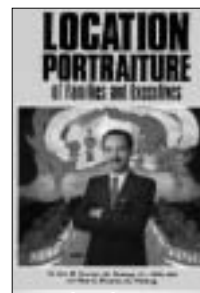
Item # BOIOF.....14.95

LEARNING TO SEE CREATIVELY

by *Bryan Peterson*

A noted photographer couples average photographs with greatly improved images of the same scene to illustrate how to improve photographic vision. From scenics to portraits, he discusses the compositional and technical methods of perfecting photography. 8 x 11, 144 p. 180 full-color illustrations.

Item # BOLSC(paper) 18.95



LOCATION PORTRAITURE OF FAMILIES AND EXECUTIVES

Outlines the many advantages, both creative & financial, that make location shooting more challenging, rewarding and fun. Sections include: Choosing equipment, techniques of lighting control, photographing and lighting for impact and sales, photographing families and executives outdoors, filters and films etc. 8x11, 88 p. Over 90 color & b&w photographs.

Item # BOLPFE29.95

NIGHT AND LOW-LIGHT PHOTOGRAPHY

A Complete Guide

by *Bob Gibbons and Pete Wilson*

Fully illustrated guide! Includes: equipment, filters and film information. Night photography of sky lines, people, landscapes. Packed with examples! 8 x 10, 192 p. 43 black and white photographs.

Item # BONLLP18.95



THE PERFECT PORTFOLIO

by *Henrietta Brackman*

"Answers many of the how-to questions for building a sophisticated, successful, and effective professional photographer's portfolio . . . full of selling tips." — The Professional Photographer. Explains most of the necessary concepts that are needed to put together a portfolio. 8 x 11, 144 p. 250 color plates, 35 black & white illustrations.

Item # BOPP(paper) 18.95

We Exhibit at National and Regional Shows/Conventions



PHOTOGRAPHIC COMPOSITION

by Tom Grill and Mark Scanlon

"An extremely well-written manual, excellent in design and illustration." — Publishers Weekly. Best-selling authors Grill and Scanlon demonstrate specific techniques for mastering composition in both black & white and color. 8 x 11, 144 p. 80 color photographs, 130 black & white illustrations.

Item # BOPC.....(paper) 19.95

50 PORTRAIT LIGHTING TECHNIQUES FOR PICTURES THAT SELL

Rev. Ed. by John Hart

Featuring 100 new color photographs & dozens of new strategies, this bestseller has been updated to cover both studio & outdoor settings. Each technique is illustrated with background photographs showing the placement of equipment, plus a lighting diagram. 8 1/2 x 11, 144 p. 124 full-color illus. 255 B&W.

Item # BO50PLT.....24.95



PHOTOGRAPHIC POSSIBILITIES

by Robert Hirsch

Learn to expand your skills through both the classic as well as progressive methods of creating and manipulating photographic images. Includes silver, non-silver and experimental photography. Also contains reproductions of the works of almost 100 of today's top photographers. 304 p.

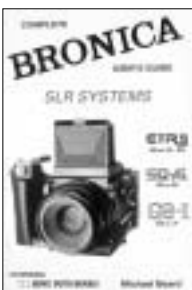
Item # BOPPZ.....(paperbound) 44.95

Hove Pro Guide — THE HASSELBLAD SYSTEM

by Bob Shell

The guide to the Hasselblad system and how to use it for the best effect in creative photography. Bob explains the use of current models as well as older ones which are still suitable for pro use today. He covers the 500C, 500CM, 500EL, 500ELX, 2000FFC, 2000FCM, 2000FCW, and 205TCC. 5 1/2 x 8 1/2, 208 p.

Item # HOHS.....29.95



Hove Pro Guide — COMPLETE BRONICA SLR SYSTEMS USERS GUIDE

by Michael Beard

The complete users guide to the Bronica ETRSi, SQ-Ai and GS-1 cameras. This book details from the introduction of the first Bronica camera to the current models. Accessories for this system are explained item by item. 5 x 7 1/2, 160 p.

Item # HOB.....(paper) 19.95



UNDERSTANDING EXPOSURE :

How to Shoot Great Photographs

by Bryan Peterson

This companion volume to *Learning to See Creatively* shows how to efficiently combine aperture, shutter speed and film speed to make superior photographs. 8 x 11, 144 p. 150 color photographs.

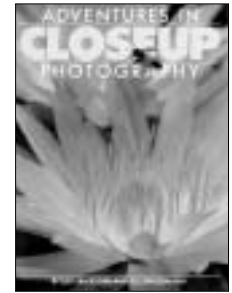
Item # BOUE.....(paper) 22.50

ADVENTURES IN CLOSE-UP PHOTOGRAPHY

by Lief Erickson and Els Sincebaugh

Fifty exciting projects designed to teach how to "see" the dramatic close-ups all around us. Teaches the techniques experts use and shows how to adapt them to specific equipment. Plenty of how-to pictures and clear technical information. 8 x 11, 144 p. 253 color plates. 12 black & white illustrations.

Item # BOACUP.....(paper) 22.50



CAMERA MAINTENANCE & REPAIR

Learn to troubleshoot, maintain and repair your own equipment! Concise, step-by-step instruction on all popular camera formats. Over 130 detailed diagrams, photographs and illustrations. Features general disassembly and repair techniques, specialized repair methods for hundreds of cameras and accessories, how to build your own test instruments and much more! 8 x 11, 176 pages.

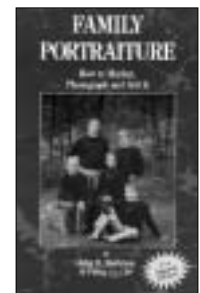
Item # BOCMR.....23.50

FAMILY PORTRAITURE —

How to Market, Photograph, and Sell It

Establish a successful family portrait business step-by-step. Focuses on the right clients, creating artistically pleasing photos that emotionally satisfy clients, and maximizing every order. Contains successful marketing techniques! Fully illustrated with example portraits and more! Also advertising strategies & sample graphics. 6 x 9, 98 pages.

Item # BOFP.....16.95



ILLUSION —

The Art and Craft of Special Effects for Still Photography

by Hunter and Fuqua

Provides hard-to-find tips and techniques for designing and creating physical, in-camera, laboratory and optical effects. A virtual "toolbox" for those photographers who want to create an altered reality. 131 pages.

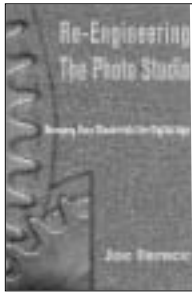
Item # BOIACSESP.....(cloth) 47.50

BOOKS

BOOKS OF INTEREST

LIBRARY

488



RE-ENGINEERING THE PHOTO STUDIO

Bringing Your Studio into the Digital Age
by Joe Farace

Shows start-up and pro photographers how to digitize both business and technical operations. Concrete guidance takes the reader through every conversion phase, exploring digital cameras, conversions and launching digital services and products. 224 pages, 6x9". 20 b&w illustrations.

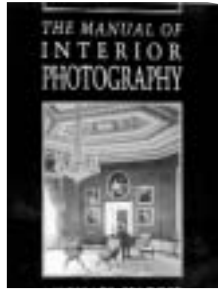
Item # **BORPS**(paper) **18.95**

MANUAL OF INTERIOR PHOTOGRAPHY

by Michael Harris

A pro-level text on the complete principles of interior photography. Covers equipment, theory, composition, technique, etc.

Item # **BOMIP****37.95**



MASTER BOOK OF WEDDING AND BRIDAL PHOTOGRAPHY

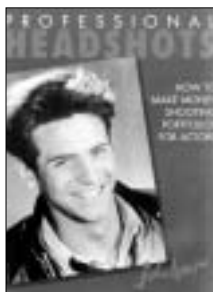
The knowledge to get started with wedding photography. Reflects years of experience by top pros. This book will make you money and save time. Includes: getting started, promotion and selling, posing, using light, wedding photography techniques, portrait lists, and more! 8½ x 11, 160 pages. Illustrated.

Item # **BOMBWBP****39.95**

KODAK PROFESSIONAL PHOTOGUIDE 5th Edition

Sized to carry in your camera bag. Includes up-to-date information on black & white and color photographs, as well as data sections on films, exposures, reciprocity, filtration, flash, camera lenses and perspective. Also several tables and charts, plus a Kodak 18% gray card. 8 dial calculators. 6 x 8½, 56 pages.

Item # **KOBPPG**(softbound) **24.95**



PROFESSIONAL HEADSHOTS—

How to Make Money
Shooting Portfolios for Actors
by John Hart

The best-known headshot photographer in New York presents the techniques of shooting portfolios for actors. Every step in the process is detailed, from finding clients to establishing fees to lighting the set. 8½ x 11, 144 pages. 160 b&w photos. 20 diagrams.

Item # **BOPHS**(paper) **22.50**



PROFESSIONAL TECHNIQUES FOR THE WEDDING PHOTOGRAPHER

by George Schaub

"How to take seemingly every type of picture needed for a wedding album. Provides coverage of the business aspects." — Popular Photography. 8 x 11, 144 pages. 160 color plates. 10 black & white illustrations.

Item # **BOPTWP**(paper) **17.95**

WEDDING PHOTOGRAPHY — The Business

by Paul F. Frew

Outlines advertising, sales promotion procedures and use of media. Covers the means of obtaining customer and vendor referrals, how to price your pictures to ensure a good profit & how to control the sales interview & the pre-wedding interview. Outlines the basic elements of good wedding photos. 132 photos, complete with camera settings & lighting diagrams. 106 p.

Item # **BOWP****39.95**



PHOTOGRAPHING BUILDINGS INSIDE AND OUT

2nd Ed. Rev. & Enlg. *by Norman McGrath*

This definitive reference covers the fundamentals of photographing residential, commercial and public spaces. Updated throughout with new photographs and the latest information on equipment and business practices. 8½ x 11, 208 pages. 200 color and 10 black & white illustrations. Index.

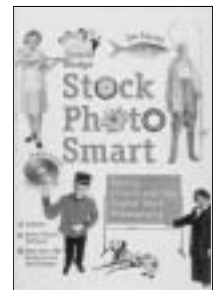
Item # **BOPBIOP****27.50**

STOCK PHOTO SMART

by Joe Farace

This book shows you how to find, choose and use photography. Included in this illustrated guide are topics such as color management, choosing and setting up printers, working with service bureaus, data base software and image manipulation. Color and b&w illustrations. 7x9, 144 pages.

Item # **BOSPS**(paper) **37.95**

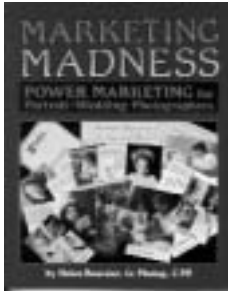


MAKE-UP FOR PHOTOGRAPHY

by Elliot de Picciotto

Offering makeup to your clients makes them feel and look better. This step-by-step guide shows you how makeup can reduce your retouching expenses and increase the quality of your photos! Covers theory, application, the lotions, potions, tools and techniques you'll need. 8 x 11, 35 p. b&w photos, booklet format.

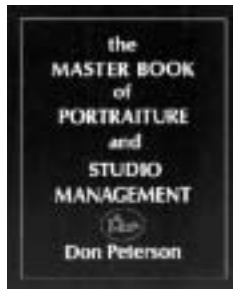
Item # **BOMUP****17.95**



MARKETING MADNESS:
Power Marketing for Portrait-Wedding Photographers
This book contains proven and profitable marketing techniques for portrait-wedding photography. It includes: pricing, strategies, methods, marketing portraits, weddings, developing a plan of action and more!
8 x 11, 206 pages.
Item # BOMM41.95

MASTER BOOK OF PORTRAITURE AND STUDIO MANAGEMENT

Success in studio photography starts with this business plan! Features 50 profitable promotions to start and maintain your own photography business. Covers: advertising, image building, portrait rules, selling, professionalism, etc. Fully illustrated with example portraits and how to photograph them. 101 black & white illustrations 8 x 11, 147 p.
Item # BOMBPSM28.50



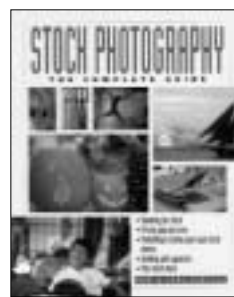
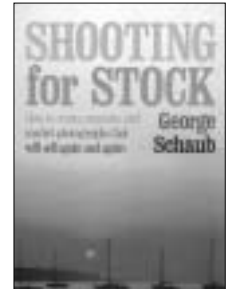
KODAK'S PROFESSIONAL PHOTOGRAPHIC ILLUSTRATION
Learn the secrets of top professional photographers for photographing food, models, fashion, architecture, consumer products and technology. Covers equipment use with creative emphasis. Over 120 illustrations plus lighting charts.
8 1/2 x 11, 160 pages.
Item # KOBPPI(paper) 24.95



MASTERING BLACK-AND-WHITE PHOTOGRAPHY
by Bernhard J. Suess, Allworth Press
Develop expert skills in the art and technique of black & white photography. Thoroughly and pleasantly traces the process from cameras, lenses and film to developing, printing, light and aesthetics. Learn composition, exposing, processing, mounting and selling. Includes charts and diagrams. 6 1/4 x 10, 240 p.
Item # BOMBWPCDR(paper) 17.95

SHOOTING FOR STOCK

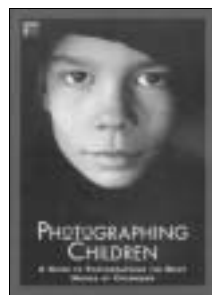
by George Schaub
Contains an up-to-date analysis on how to create, organize and market photographs. Contains step-by-step information on tools and techniques, along with the profiles of successful stock photographers, lists of agencies, marketing sources, business techniques and organizations. 8 x 11, 144 p. 180 full-color photos. 40 black & white illustrations.
Item # BOSS(paper) 22.50



STOCK PHOTOGRAPHY—The Complete Guide
Everything you need to know to succeed in the stock photography market. Learn each step of the process, from shooting for stock to organizing your current inventory of photos. Includes: shooting, marketing, agencies and more! 8 1/2 x 11, 144 pages. Color photos.
Item # BOSPCG19.95

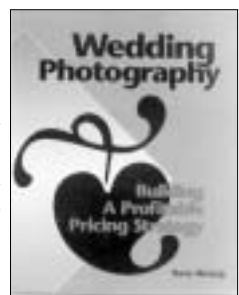
PRO-PHOTO: PHOTOGRAPHING CHILDREN

A Guide to Photographing the Many Moods of Childhood
by Jonathan Hilton, RotoVision S.A.
These pages will inspire professional and amateur photographers, and proud parents who enjoy the challenge of capturing children on film. Expert tips and details. 40 color and 50 black & white illustrations. 7 1/8 x 10 1/8, 160 p.
Item # AMPPPC(paper) 33.50



WEDDING PHOTOGRAPHY—Building A Profitable Pricing Strategy

by Steve Herzog
Learn to sell your wedding photography: produce a quality product, while yielding a fair profit. Offers detailed, clearly explained ideas to boost sales averages. Helps you control "extra" time and booking deposits, track expenses and monitor your competition. Includes 9 sample price lists. 8 1/2 x 11, 191 p.
Item # BOWPBPPS(softcover) 39.95



PRICING PHOTOGRAPHY: The Complete Guide to Assignment and Stock Prices
by Michal Heron & David MacTavish
This thoroughly researched resource explains how to price both assignment and stock photography and gives detailed charts that can be used to determine specific prices. It also includes strategies for negotiating. 11 x 8 1/2, 128 pages. Index.
Item # BOPPY(paper) 19.95



WEDDING PHOTOGRAPHY — Getting Clients to Return their Proofs
by Steve Herzog
A great order can transform itself into an average order because clients wanted to keep the proofs "just a little longer". If you're serious about getting your proofs returned on time and want to keep your wedding assignments moving forward on schedule, this book will pay for itself. 8 1/2 x 11, 68 pages.
Item # BOWPGCRP(softcover) 16.95

BOOKS

BOOKS OF INTEREST

LIBRARY

490



THE TECHNIQUE OF THE PROFESSIONAL MAKE-UP ARTIST

Revised Edition *by Vincent J-R Kehoe*
Covers all the current studio make-up methods and lab techniques, from the basic "paint-and-powder" procedures that are the bulk of any professional make-up artist's work to new visual effects that can be achieved using puppetry, digital computing & electronic coloration. More than 250 photographs and illus. 290 pages.
Item # **BOTPMUA**.....47.95

PDN's PHOTO SOURCE '98

published by Photo District News
This is the professional Image Maker's directory - a guide to sources and services every photographer needs. Thousands of listings! Over 50 USA and international cities listed. Provides roundups of where to buy and rent conventional photo equipment, as well as hard-to-find props. Includes sources for electronic imaging and imaging software.



Item # **BOPPS98**.....29.95



ADVENTURES IN LOCATION LIGHTING

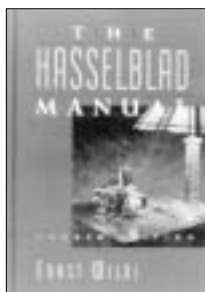
by Jon Falk
Lighting wizard Jon Falk tells you where and how to get the most out of your equipment. Filled with step-by-step lighting techniques and innovative equipment modifications, this is the essence of Falk's popular lighting seminars in 200 entertaining and informative pages. Amply illustrated. 8½ x 11, 210 pages.

Item # **BOALL**.....39.95

FOCUSING THE VIEW CAMERA

by Harold M. Merklinger
Only book of its kind! Understand optical principles and the view camera's remarkable focal flexibility! Covers the Scheimpflug Principle, the Hinge Rule, and accurately approximating depth-of-field! 6 x 9, 128 pages. Pull out charts. 33 tables. 78 illustrations. Addendum.

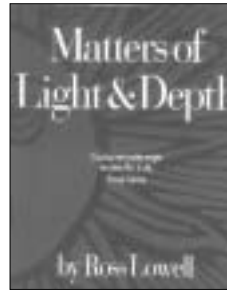
Item # **BOFVC**.....17.95



THE HASSELBLAD MANUAL — Fourth Edition, Revised

by Ernst Wildi
This well-known manual concentrates on the camera's enormous potential through its comprehensive range of lenses and accessories. Includes all information necessary for operating the equipment and obtaining the best results. Also includes new chapter on latest Hasselblad equipment. 416 pages.

Item # **HABHM**.....(cloth) 54.95



MATTERS OF LIGHT & DEPTH: Creating Memorable Images for Video, Film and Stills Through Lighting

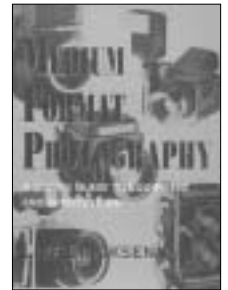
by Ross Lowell
Basic information and advanced techniques are covered in this resource, from setting up a studio and composing with light to using multi-light approaches and working with natural light.. 8 x 10, 226 p. 55 diagrams, 37 color photos and 76 black & white photos.

Item # **BOMLD**.....(paper) 27.50

MEDIUM FORMAT PHOTOGRAPHY

by Lief Erickson
This user's guide provides an illustrated overview of medium format equipment and applications and shows how recent automation has made medium format work easier than ever. 8 x 11, 144 pages. 130 color photos. 40 black & white photographs. 6 diagrams.

Item # **BOMFPP**.....(paper) 24.95



SECRETS OF STUDIO STILL LIFE PHOTOGRAPHY

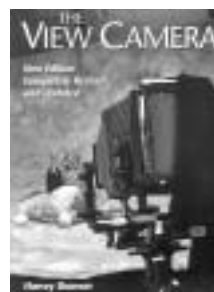
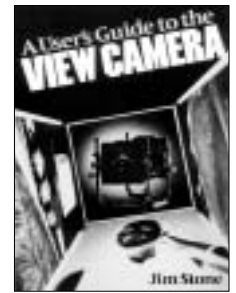
by Gary Perweiler
Anyone who's interested in creative still life photography . . . will love this book . . . A four-star effort." — Petersen's PhotoGraphic. Full color photographs, with detailed diagrams and technical explanations. 8 x 11, 144 pages. 120 color plates. 50 line drawings. Glossary. Index.

Item # **BOSSSLP**.....(paper) 19.95

A USER'S GUIDE TO THE VIEW CAMERA

by Jim Stone
A classic view camera reference. Covers everything from using large format cameras to exposure, developing and printing large format film. Illustrated with high quality photographs from historical, commercial, journalistic and fine art sources. 8 x 11, 176 pages. Index. Hundreds of photos.

Item # **BOUGVC**.....39.95



VIEW CAMERA

New Edition
by Harvey Shaman
This classic workbook for students of view-camera photography has currently been revised and updated to accurately reflect the current technology and redesigned to maintain its reputation as the best handbook on view cameras ever published. 8 x 11, 144 p. 160 black & white photographs. 110 diagrams.

Item # **BOVCP**.....(paper) 22.50

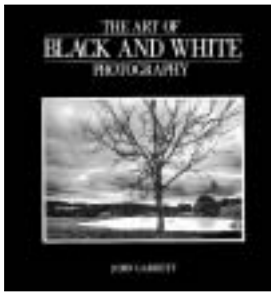


VIEW CAMERA TECHNIQUE— Sixth Edition

by *Leslie Stroebel*

A reference work that has no equal. . . — Darkroom & Creative Camera Techniques. The best and definitive guide to the view camera techniques recently updated. 328 pages.

Item # BOVCT.....44.50



THE ART OF B&W PHOTOGRAPHY

by *John Garrett*

Both a practical sourcebook and an inspiring collection of superb photographs, this book reveals the critical details for creating unforgettable pictures in this popular medium. 10 x 10", 160 pages. Over 120 photos and diagrams. Index. Glossary.

Item # BOABWP.....(paper) 29.95

1998

PHOTOGRAPHER'S MARKET

Get your photos into the right buyers' hands! Find out where and how to sell your photographs. Updated with more than 500 new markets! Includes 2000 listings worldwide with names, addresses, submission requirements, pay rates, and more. 6 x 9, 600 pages.

Item # BO1998PM.....(hardcover) 22.95



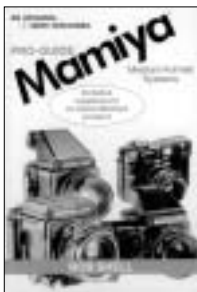
SECRETS OF LIGHTING ON LOCATION

A Photographer's Guide to Professional Lighting techniques

by *Bob Krist*

Included are lighting ratios, flash set-up formulas and clues for using incandescent and quartz lights, umbrellas, soft boxes, light panels and fiber optics. 9 x 11, 144 pages. 175 full-color photographs, 30 diagrams.

Item # BOSLL.....(paper) 24.95



MAMIYA SYSTEM

by *Bob Shell*

A professional's in-depth guide to the Mamiya system. Includes cameras, lenses, accessories and advice on professional shooting techniques. 220 pages.

Item # HOMS.....29.95



PANORAMIC PHOTOGRAPHY

Revised & Updated by *Joseph Meehan*

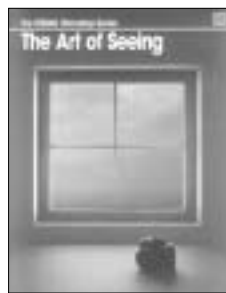
Panoramic shooting techniques are beautifully demonstrated with 100 color and 78 b&w photos. 3 large gatefold photographs emphasize the splendor and creative possibilities of this medium for landscapes, cityscapes, seascapes & group portraits. Covers industrial photography, as well. 11 x 8". 144 pages.

Item # BOPPQ.....(paper) 25.95

KODAK'S ART OF SEEING

This book shows you how to make better photographs by studying the elements of the subject, using lighting and understanding how cameras, lenses and films see differently from you. This book strives to induce creativeness by shattering preconceptions and lack of awareness. Helps you break through creative barriers. 8 x 11, 96 pages. More than 170 illustrations.

Item # KOBAS.....17.95



THE BUSINESS OF PORTRAIT PHOTOGRAPHY

by *Tom McDonald*

An experienced studio owner shares the keys to successful operation of a portrait studio. Some of the business topics covered include: managing and planning for profit, marketing, advertising and sales, using computers, picking the right lab. 8 1/2 x 11, 192 pages. 200 full-color photographs, 30 black & white photos.

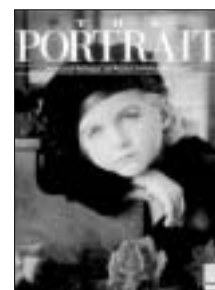
Item # BOBPP.....(cloth) 33.50



KODAK'S LARGE FORMAT PHOTOGRAPHY—Updated!

New digital imaging section. Comprehensive discussion of large-format photography. Includes information on view cameras, and accessories, image control, film selection, loading and handling, and more. Over 95 illustrations. 8 1/2 x 11, 104 pages.

Item # KOBLLP.....19.95



KODAK'S THE PORTRAIT

Professional photographers on the art and practice of portrait photography. Experts, including Denis Reggie, Frank Cricchio and Don Blair offer guidance on equipment, lighting, exposure, weddings, specialty portraits and more. Over 150 illustrations. 8 1/2 x 11, 120 pages.

Item # KOBP.....24.95

BOOKS

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PHOTOGRAPHING CHILDREN

by Liz Walker

Illustrated with before and after pictures demonstrating common problems, this volume helps amateurs using point-and-shoot cameras to take pictures that capture the charm and personality of children of all ages. 5 1/2 x 8 1/2, 96 pages. 140 full-color illustrations.

Item # BOPCQ.....(paper) 9.95

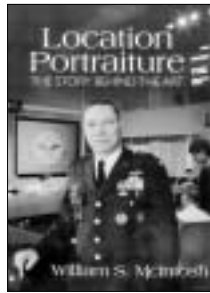
LOCATION PORTRAITURE

The Story Behind The Art

by William S. McIntosh

This book offers a course in environmental portrait photography. It includes technical information on exposure control, lighting methods, equipment, choosing a setting, posing and the importance of planning in advance for successful on-location portraits. 108 color photographs. 8 1/2 x 11, 224 pages.

Item # BOLPSBA.....(paper) 49.95



PRO-LIGHTING: PRODUCT SHOTS

Compiled by RotoVision S.A.

For this book, the subject has been broken down by category: small appliances and electrical goods, soft goods (fabric), food and drink, jewelry, pharmaceuticals, toys, and glass and china. Large photographs by top photographers are presented alongside diagrams showing the lighting setups. 8 1/2 x 11 1/2. 160 pages. Approx. 50 color illustrations. 50 b&w diagrams.

Item # BOPLPS.....(paper) 29.95

PRO-LIGHTING: SPECIAL EFFECTS

Compiled by RotoVision S.A.

A diverse selection of amazing special effects images by top international photographers is presented in this book, along with drawings and diagrams of the lighting techniques behind them. 8 1/2 x 11 1/2. 160 pages. Over 40 full-color illustrations. 50 diagrams.

Item # BOPLSE.....(paper) 29.95



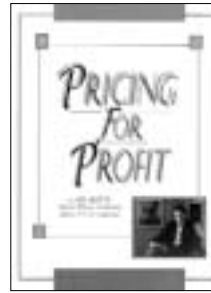
THE LAW (IN PLAIN ENGLISH) FOR PHOTOGRAPHERS

Complete Coverage of Copyright, Contracts, Defamation, Censorship, Agents, Taxes, Estate Planning, Privacy and Releases

by Leonard D. DuBuff

In language accessible to laymen, this handbook explores the legal and business issues of concern to photographers. 6 x 9, 160 pages. Index.

Item # BOLPEP.....(paper) 18.95



PRICING FOR PROFIT

by Joe Butts

Designed for photographers who want to maximize profits! Covers how to find your hidden costs and how to accurately figure pricing. Includes charts, forms and assignments for you to do. Chapters discuss: cost of living, lab costs, cost of doing business and more. This book will pay for itself before you're finished reading it! 8 1/2 x 11, 42 pages. Charts, forms.

Item # BOPPJ.....19.95

PRO LIGHTING: FOOD SHOTS

Compiled by RotoVision S.A.

The art of lighting images of food is clearly demonstrated in this enticing new book. Large-format photos by leading food photographers from around the world are analyzed through diagrams that show the lighting setups, camera angles and accessory equipment. 8 1/2 x 11 1/2, 160 pages. Approximately 50 color illustrations. 50 black & white diagrams.

Item # BOPLFS.....(paper) 29.95



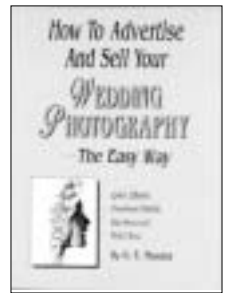
HOW TO ADVERTISE AND SELL YOUR WEDDING PHOTOGRAPHY

The Easy Way

by G. E. Masana

Everything you need to succeed at selling your wedding photography! Includes tips on what works and what doesn't, sample ads, how to handle telephone calls and meetings, and a sample interview. 8 1/2 x 11, 64 pages.

Item # BOHASYWP.....19.95



PRO-LIGHTING: INTERIOR SHOTS

Compiled by RotoVision S.A.

Roger Hicks & Frances Schultz

Techniques for lighting all kinds of interior settings - from an intimate cafe to a sports arena - are demonstrated in this enlightening volume. Successful interior shots and explanatory diagrams illustrate techniques that work. 8 1/2 x 11 1/2, 160 pages. Over 40 full-color illustrations. 50 diagrams

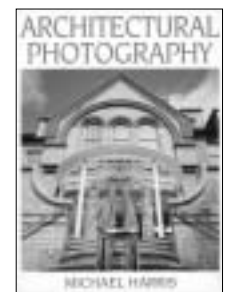
Item # BOPLIS.....(paper) 29.95

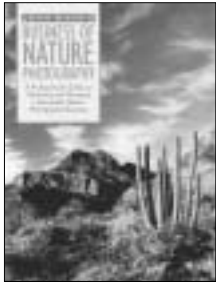
ARCHITECTURAL PHOTOGRAPHY

by Michael Harris

Teaches the basic principles that underlie all architectural photography and demonstrates their practical applications. Outlines the special equipment and materials needed, along with theory, composition and light. 144 pages.

Item # BOAPX.....(softbound) 39.95



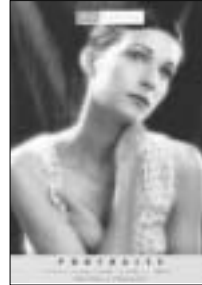


JOHN SHAW'S BUSINESS OF NATURE PHOTOGRAPHY

by Harold M. Merlinger

Find just about everything you need to know to succeed in the growing commercial photography field: the kinds of pictures that sell, finding clients, marketing strategies, selling rights, writing proposals, running an office. 8 1/4 x 11, 144 pages. 160 color photographs.

Item # **BOJSBNP**.....**34.95**



PRO-LIGHTING: PORTRAITS

by RotoVision S.A.

Skillful lighting is essential to capturing the essence of someone's character or portraying the person's lifestyle, status, or physical beauty. Particular props may be highlighted to help tell the person's "story". Or special films, with their own lighting demands, may be selected to add drama to the tale. 8 1/4 x 11 1/2, 160 pages. Over 40 full-color illust. 50 black & white diagrams.

Item # **BOPLP**(paper) **34.95**

PRO-LIGHTING: STILL LIFE

by RotoVision S.A.

Still-life photographers use well-thought-out lighting for effects. By studying this volume's diverse examples, photographers can choose a lighting setup that creates the impact they want. Techniques for creating dramatic special effects or suggesting classic simplicity are among the many possibilities presented. 8 1/4 x 11 1/2, 160 p. Over 40 full-color illus. and 50 b&w diagrams.

Item # **BOPLSL**(paper) **34.95**



THE PHOTOGRAPHER'S GUIDE TO USING LIGHT

by Ted Schwarz and Brian Stoppea

The first book to bridge the gap between theory and application details the principles and properties of natural and artificial light, as well as combinations of the two. Step-by-step lessons on lighting effects. 8 1/4 x 11, 144 pages. 120 color photos and 50 lighting diagrams.

Item # **BOPGUL**.....(paper) **18.95**



NIGHT SHOTS

Pro-Lighting Series

by Alex Larg, RotoVision S.A.

Moonlit landscapes, midnight city skies, flashes of lightning and fireworks, distant galaxies - detailed solutions and lighting setups show how such difficult scenes can become compelling nocturnal photographs. 40 color and 50 black & white illustrations. 7 1/2 x 10 1/2, 160 pages.

Item # **AMPLNS**.....(paper) **34.95**



LIGHTNING SECRETS FOR THE PROFESSIONAL PHOTOGRAPHER

by Brown & Grondin

Explore highlights, shadows, and lighting for effect. Written by pro technicians whose clients include Procter and Gamble, Heinz, Kroger and Kenner Toys. 8 x 11, 144 pages. 300 color illustrations and diagrams.

Item # **BOLSPP**(paper) **24.95**

PRO-PHOTO: WEDDING PHOTOGRAPHY

Compiled by RotoVision S.A.

From technical details to creative approaches to special effects - all aspects of wedding portfolios are covered in this book. Diagrams illustrate lighting setups, camera angles, props and sets, while outstanding wedding photos show a diversity of styles. 8 1/4 x 11 1/2, 160 pages. Over 40 full-color illustrations. 50 diagrams.

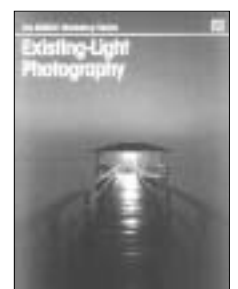
Item # **BOPPWP**(paper) **29.95**



EXISTING-LIGHT PHOTOGRAPHY

Recommendations for taking photos in typical existing light situations, such as sporting events, museums, theaters and night scenes. Covers high-speed films, camera handling, lighting and filters. Tables for exposure and filtration recommendations. 8 1/2 x 11, 96 pages. Over 200 illustrations.

Item # **KOBELP**.....(softbound) **17.95**



CLOSE-UP PHOTOGRAPHY

Covers equipment, lighting, focusing theory, and exposure calculations for close-up photography. Includes tips on controlling movement, foreground and background, plus sections on "hands-and-knees" photography and using a close-up camera with hobbies and crafts. 8 1/2 x 11, 96 pages. Over 130 illustrations.

Item # **KOBCUP**.....(softbound) **14.95**



KODAK WORKSHOP SERIES: USING FILTERS

by Jim Stone

Gives creative and technical advice on how filters work and how to use them to create exceptional images in color and black & white. Shows how to create mood, add dazzle, render normal colors under artificial lighting and more. 8 1/2 x 11, 96 p. Over 180 illus. color and b&w.

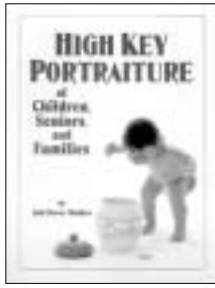
Item # **KOBUF**.....(Paperback) **14.95**

BOOKS

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HIGH KEY PORTRAITURE of Children, Seniors and Families

A complete photo business plan to raise profits. This book shows you how to create high key portraits in color and b&w. Also includes information on: props, light placement, advertising, taking the order, business promotion and more! 8 1/2 x 11, 83 pages.

Item # BOHKPCSF29.95

STROEBEL'S VIEW CAMERA BASICS by Leslie Stroebel

Explains the subjects of view camera characteristics, adjustments, lenses, exposure, film, filters and refinements. Attention is given to depth of field, focal length, F-numbers, image contrast and accessories, such as tripods. Emphasizes concepts for beginning view camera users, yet will help any user produce the highest quality photographs. 112 pages.

Item # BOSVCB.....24.95



THE MEDIUM FORMAT ADVANTAGE

by Ernst Wildi

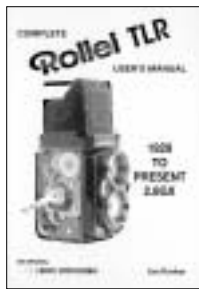
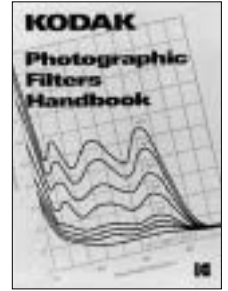
Examines the advantages of medium-format photography and explains medium-format camera operation. Includes SLR, twin lens, panoramic, rangefinder cameras, and lenses and accessories. Over 160 photos and illustrations. 272 pages.

Item # BOMFA.....(paper) 29.95

KODAK PHOTOGRAPHIC FILTERS BOOK

Contains filter information for professional photographers, photo lab technicians, and the scientist whose use of filters requires extensive wavelength-by-wavelength transmission measurements. Information about types of filters, and their photographic applications, their physical, optical and transmission characteristics. 5 3/4 x 8 1/4", 160p.

Item # KOBPF14.95



Hove Pro Guide — COMPLETE ROLLEI TLR USERS MANUAL by Ian Parker

Collectors, dealers and other Rollei users will find all the information they need to get full use of their Rollei twin lens reflex camera, regardless of the model. The illustrations include examples of work, as well as photos of many accessories still available. 5 1/2 x 8, 180 pages.

Item # HOCRTLUM.....(paper) 19.95

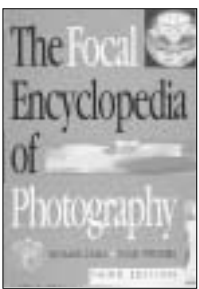


COKIN FILTER SYSTEM FOR PHOTO AND VIDEO

by Heiner Henniges

Both still and video photographers can benefit from this well-illustrated book, which explains the concept of the Cokin filter system and demonstrates how it is used. Many of the illustrations show the results that can be achieved with this system 5 1/2 x 8, 164 p.

Item # HOCFSPV.....(paper) 19.95

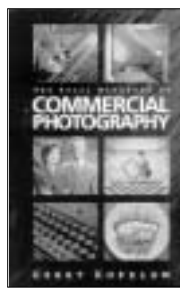


FOCAL ENCYCLOPEDIA OF PHOTOGRAPHY 3rd Ed.

Edited by Leslie Stroebel & Richard Zakia

This one-volume encyclopedia offers detailed information on photography techniques, technologies and business. Nearly 5000 entries carefully cross-referenced. 6 3/4 x 9 1/4", 914 pages.

Item # BOFEP.....(softbound) 49.95



THE FOCAL HANDBOOK OF COMMERCIAL PHOTOGRAPHY

by Gerry Kopelow

An up-to-date, practical career guide that will help both aspiring and established photographers make appropriate, cost-effective choices regarding business and technical strategy.

Item # BOFHBCP(softbound) 29.95

KODAK PROFESSIONAL BLACK-AND-WHITE FILMS

Covers the varieties and uses of Kodak black and white films. Includes a film guide for matching the right film with the situation. Data section describes films with technical information. Includes information on exposure and development.. Over 40 illustrations. 8 1/2 x 11, 88 pages.

Item # KOBPBWF.....19.95

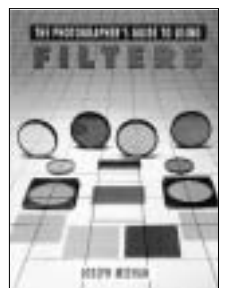


THE PHOTOGRAPHER'S GUIDE TO USING FILTERS

by Joseph Meehan

Combining technique and creativity, this comprehensive review provides a detailed survey of filters and their applications, including tips on special-effect filters and on filter maintenance. 175 color photos. 25 black-and-white photos. 8 diagrams. Index. 8 1/2 x 11, 144 pages.

Item # BOPGUPP.....19.95





CREATIVE LARGE FORMAT SERIES - ADVERTISING PHOTOGRAPHY
by Urs Tillmans

This book will bring you up to date in the specialized field of large format ad photography. It covers tools, accessories, applications and digital imaging along with business advice on working with clients and agencies Beautifully illustrated in color and b&w. 8 1/4 x 11, 95 pages.
Item # BOAPCLF(softbound) 39.95



CREATIVE LARGE FORMAT SERIES - ARCHITECTURAL PHOTOGRAPHY
by Urs Tillmans

A fascinating range of solutions to challenges for both the amateur and professional large-format photographer. Emphasis on producing quality images. Covers creative and technical approaches to the art of shooting architecture. Color and b&w illust. 8 1/4 x 11, 88 pages.
Item # BOAPCLFQ(softbound) 39.95

CREATIVE LARGE FORMAT SERIES - BASICS AND APPLICATIONS
by Urs Tillmans

Large-Format photography calls for a high level of technical and creative skill. This volume teaches the fundamentals of working in this challenging and rewarding format. Practical hints and explanations about theory, even for experienced large-format photographer. Color and b&w illustrations. 8 1/4 x 11, 111 pages.
Item # BOBACLF(softbound) 39.95



CREATIVE LARGE FORMAT SERIES - NATURAL LANDSCAPES
by Urs Tillmans

With exquisite examples, this book explains the specialized field of large-format landscape photography. It covers camera choices, composition, films and marketing possibilities. Includes portfolios of several professional landscape photographers. Color and b&w illustrations. 11 x 8 1/4, 88 pages.
Item # BONLCLF(Softbound) 39.95



CREATIVE LARGE FORMAT SERIES - PEOPLE PHOTOGRAPHY
by Urs Tillmans

Thoroughly covers all aspects of photographing people, with tips and examples from both professional and amateur large-format photographers - from the points of view of both the photographer and model. Beautiful illustrations and examples of creative portraiture. 8 1/4 x 11, 95 pages.
Item # BOPPCLF(softbound) 39.95



THE PHOTOGRAPHER'S STUDIO MANUAL Revised Ed.

by Michael Freeman
This new edition presents ideas for designing a home studio, as well as a professional setup, then explores the relationship of technique to final effect, from classic to novel shots. 100 color photos, 175 b&w illustrations. 75 diagrams. Gloss. Index. 7 1/2 x 9 1/2, 256 pages.
Item # BOPSPMP(softbound) 23.50

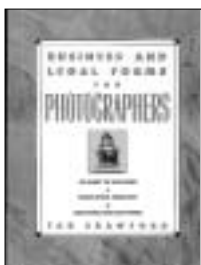
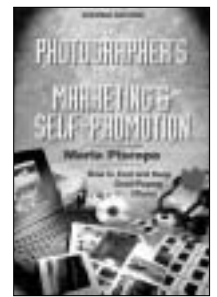
THE BUSINESS OF STUDIO PHOTOGRAPHY

by Edward R. Lilley, Allworth Press
The complete guide to starting and running a successful photography studio. Strategies and practical advice on: location, financing and pricing; equipping the studio; selling to wedding, portrait, commercial and art photography markets; creating a sound business plan; handling paperwork and much more. 6 1/2 x 10, 256 pages.
Item # AMBSP(paper) 19.95



THE PHOTOGRAPHER'S GUIDE TO MARKETING AND SELF-PROMOTION

by Maria Piscopo, Allworth Press
This practical guide discusses specific and effective ways to build a marketing plan. Emphasis on how to find new clients and establish long-term relationships with them. 40 b&w illustrations. 6 1/2 x 10, 176 pages.
Item # BOPGMSP(paper) 17.95



BUSINESS AND LEGAL FORMS FOR PHOTOGRAPHERS Revised Ed.
by Tad Crawford, Allworth Press

This essential edition will save many hours spent preparing forms. Includes contracts, estimate memos, invoices, model releases, permission forms, copyright registrations and much more. CD-ROM with electronic versions of each form is provided. 8x11, 224 pages.
Item # BOBLFP(paper) 17.95



CAMERA ASSISTANT'S MANUAL 2nd Edition

by David E. Elkins
For both beginner and advanced camera assistant. Complete descriptions of all aspects of the jobs of first and second assistant cameraman, plus a new chapter on the basics of cinematography. Complete reference source. Line illustrations and diagrams 8x5, 322 pages
Item # BOCAM(softbound) 29.95

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Photographic Filters
Item # BOPF**19.95**

How To Check
 and Correct Color Proofs
Item # BOHCCCP**27.95**

Photographer's Guide to Exposure
Item # BOPGE (Paper)**18.95**

Photographic Lenses and Optics
Item # BOPLO (Hardbound)**24.95**

Photographer's Handbook - 3rd Edition
Item # BOPHB (Paper)**19.95**

Photography: Creative Control
Item # BOPCCC (Cloth)**12.95**

ASMP Professional
 Business Practices in Photography
Item # BOPBPP**24.95**

Food Photography
 and Styling
Item # BOFPSP (Paper)**19.95**

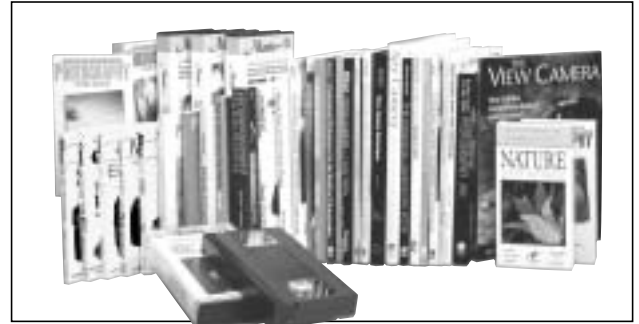
Pasteups and Mechanicals
Item # BOPUM (Cloth)**24.95**

Photography for
 Graphic Designers
Item # BOPGD (Paper)**19.95**

How To Sell Your
 Photographs and Illustrations
Item # BOHSPI**16.95**

How To Shoot Stock Photos That Sell
Item # BOHSSPTS**18.95**

The Copyright Guide
Item # BOCRG**18.95**



Photographer's Organizer
Item # BOPO (Paper)**8.95**

Stock Photography Business Forms
Item # AMSPBF (Paper)**24.95**

Photographing In The Studio
Item # BOPSZ**39.95**

Using The View Camera - Revised Edition
Item # BOUVC (Paper)**22.50**

VHS VIDEO TAPES

Creative Professional Video

Make a living at being creative - the essential side of being creative that keeps a photographer in business.

How to Find and Keep New Clients

Strategies for identifying and approaching potential clients, getting appointments, following up and building referrals. (45 minutes.)

Item # GBVTHFKNC**29.95**

Advanced Photography

Which Filter Should I Use?

Filters can soften harsh shadows, make people look younger, create exotic images from mundane subjects. Tiffen provides the answers. (30 min.)

Item # TIVTWFSIU**23.95**

Wonderful Still Life and Food Photography

How to select, prepare, light, compose and shoot food and beverages. 1 hour.

Item # GBVTWSLFP**49.95**

Problem Portraits

How to use clothing, posing and lighting to produce beautiful portraits of clients with less than perfect faces or figures.

Item # GBVTPP**39.95**

Windowlight Photography

Create photos by window light, using only a camera and reflector. Full lighting, posing techniques for bride and groom, teenagers, children and babies.

Item # GBVTWLP**39.95**

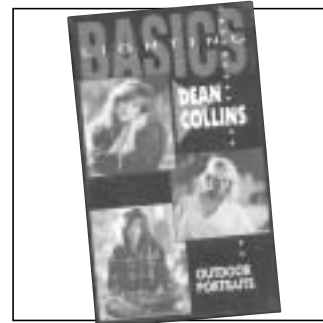
How To Paint Creative Portrait Backdrops

Whether you favor modern or traditional designs; for high and low key photography; in the studio or on location - the easy instructions in this video will ensure professional results, even if you are one of those who have never before held a paint brush in your hands.

Item # GBVTHPCPBD**39.95**

Dean Collins Finelight Video

One of the most prominent figures in the world of photographic lighting theory now offers the definitive educational tool to learn his theories and techniques.



Lighting Basics: Studio Portraits

Collins creates four stunning portraits, using only one flash as his primary light source. The making of high-key, casual portraits are explained. Lighting for eye glasses sheds new light on a difficult problem. (Approx. 30 Min.)

Item # DEVTLBSP**29.95**

Lighting Basics: Outdoor Portraits

In this program, Dean Collins explains the keys to creating outdoor portraits that sell. You'll see behind the scenes as Collins uses flash, diffusion scrims, reflectors and mirrors to create simple and beautiful outdoor portraits. Basic and advanced photographic theories are explained in detail. (30 Minutes.)

Item # DEVTLBOP**29.95**

3-D Contrast

Dean Collins explains his theory of 3-D contrast. This videotape reveals the keys to the control of photographic lighting. (Approximately 60 minutes.)

Item # DEVT3DC**29.95**



VIDEO TAPES

VHS VIDEO TAPES

Monte Video Productions

No photographer today has done more to wedding photography than Monte Zucker. In this series Monte shares it all.

Posing and Lighting The Bride Vol. 1

Minimum 60 Minutes.

Item # MOVPLB49.95

Posing and Lighting The Bride and Groom Vol. 2

Minimum 60 Minutes.

Item # MOVPLBG.....49.95

Posing and Lighting The Bride and Groom with Families Vol. 3

Minimum 60 Minutes.

Item # MOVPLBGF49.95

Posing and Lighting Outdoors with Sunlight and Strobe Vol. 4

Minimum 60 Minutes.

Item # MOVTPLODSL..49.95



New Concepts In Flash Photography
Learn to produce beautiful photographs, both indoors and outdoors, using electronic flash. Monte shows you how to raise your level of proficiency. Minimum 60 Minutes.

Item # MOVTNCFP69.95

Volumes 5, 6, 7 (Set of 3)

Don Blair, Clay Blackmore and Monte Zucker - are among the most significant innovators in the history of photographic educators. Don and Monte combine elegantly-posed subjects with impeccable classic form. Clay adds "Hollywood" lighting and freedom of expression. (Minimum 90 Minutes)

Item # MOVTS125.00

Kodak BMP Portraits of Success

Marketing Opportunities

Understand advertising and promotional skills successful studios use to compete. You'll hear from Gary Jentoft, Roy Meyer, Patsy Hodge and Ed Percy. (Approx. 60 Minutes)

Item # KOVTMO.....39.95

Making The Sales

Ted Sirlin, Tom McCarthy, and Wayne Hill discuss taking the consumer from initial inquiry to the finished portrait. (Approx. 60 Minutes)

Item # KOVTMS.....39.95

Sharpening Your Business Skills

Features Larry Peters, Mark Lattin and John Perrin. Learn to apply their techniques to your market. (Approx. 60 Minutes)

Item # KOVTSYBS39.95

Selling Portraits to The Heart

See D. Forbes Ley's solutions for increasing sales, Paul Skipworth's sales techniques, Lisa Valles Evans' approach to wall portraits and Anthony Bruno's studio designs. (Approx. 60 Minutes)

Item # KOVTSPH.....39.95

Image Is Everything

Discover Joe Craig's approach to portrait photography. Meet the challenges Sam Gray faces in the "North Carolina Triangle". Tour Paul Thompson's studio. Marion Vance tells how she built a successful business around children. (Approx. 60 Minutes)

Item # KOVTIE.....39.95

The Entrepreneur - One Step Ahead

Four successful portrait photographers talk about entrepreneurship. (Approx. 60 Minutes)

Item # KOVTEOSA39.95

Portraits of Success

Features 5 professional portrait studios and a special segment on electronic retouching with Jane Ziser. (Approx. 60 Minutes)

Item # KOVTPS7.....39.95

Kodak Visions In View

Small Tabletop and Big Sets

Glen Silker provides tips on shooting small tabletops and big sets. Norman Sanders gives insight into the graphic reproduction process and how to prepare work for the printed page. Get behind the scenes at Hughes Aircraft where the respected in-house photography group does its public relations and creative photography. (Approx. 60 Minutes)

Item # KOVTVV239.95

New Photo Technologies

Steve Grohe creates special effects using conventional techniques. Jon Bruton and Don Carli speaks about electronic image manipulation. (Approx. 60 Minutes)

Item # KOVTVV6.....39.95

Location Shots, Stock Photo

Focuses on the unique challenges of location photography. Follow Bill Smith around the island of Jamaica and Peter Alangone in Ft. Lauderdale, Florida. (Approx. 60 Minutes)

Item # KOVTVV7.....39.95

Joe Craig Videotapes

Joe Craig is widely admired for his professional passion and artistic vision. Joe has a signature portrait practice as well as a consulting firm that caters to the portrait professional. He is renowned for his portraits that speak elegantly about personal character and the resiliency of the human spirit.

Joe Craig Studio Lighting

Shows you how to add depth and dimension to your studio portraits with innovative backgrounds and props. Study precision lighting theories from simple to sophisticated, and master the science of lighting ratios and proper film exposure. This tape lets you experience the Joe Craig trademark style of classic contemporary posing. 42 minutes.

Item # BOVTJCSL29.95

Joe Craig Studio Tour — Posing/Lighting/Set Design

An unforgettable tour of the camera room praised throughout the industry as a miracle of form and function. Study the fundamentals of backgrounds, props and studio set design. Learn the art of lighting classic or contemporary portraits with both studio flash systems and natural light.

Item # BOVTJCST29.95

Will Crocket Video Series

Commercial People Shots on Location

Covers lights, background lighting, change light source colors, meter for exposure. (30 Min.)

Item # BOVTCPSL29.95

Color Correction on Assignment

Covers using a color meter, color correction with filters and gels. (30 Min.)

Item # BOVTCCA.....29.95

