



Licensing Photography (Paperback)

By Richard Weisgrau, Victor S. Perlman

Allworth Press,U.S., United States, 2006. Paperback. Condition: New. Language: English . Brand New Book. Today, photographers can make every image pay and pay again by controlling and pricing the rights to their work. In Licensing Photography, a veteran photographer and a respected attorney team up to present the complex subject of licensing of clear, understandable terms. With this step-by-step guide, readers will be able to forge successful, legally sound, and profitable agreements. Digital imaging and Internet technology mean the market for licensing is bigger than ever--and Licensing Photography helps every photographer get a piece of the pie. - All the tools a photographer needs to craft licensing agreements, price licenses, and negotiate fees - Real-life examples, sample agreements, QA section, plus legal advice in layman s terms Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don t aspire to publish a New York Times bestseller or a national bestseller, we...



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