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Photographer's Guide to Negotiating

By Richard Weisgrau

Allworth Press, U.S. Paperback. Book Condition: new. BRAND NEW, Photographer's Guide to Negotiating, Richard Weisgrau, The crucial guide for every shutterbug who is a better photographer than a negotiator! An industry leader instills photographers with the confidence and common sense they need to negotiate effectively with clients, vendors, fellow photographers, and others. Readers will be surprised to recognize ways in which they already negotiate successfully in everyday life and how they can apply these principles in business. Drawing from decades of experience, the author examines the nature of negotiating and the traits of a good negotiator. This book reveals the best strategies and tactics for business dealings and ways for photographers to best plan for a negotiation. Specific tips are offered for negotiating assignment deals, stock photography sales, contracts, purchases, and more. In-depth interviews with an art buyer, a photographer, and a photographer's representative reveal firsthand clues to effective negotiating, as well as blunders to avoid. A special section offers practical advice to help readers practice and further hone their negotiating skills.



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