Section 11
Library

Photo Books .......... 486-495
Video Tapes .......... 496-497
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 illus: 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

THE INS AND OUTS OF FOCUS
by Harold M. Merkinger
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 8¾, 86 p., 40 illustrations and diagrams, bibliography, addendum, index.
Item #BOIOF ...................................................... 14.95

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! 8¼ x 11, 144 p. 150 color illustrations.
Item #BOLPSQ .............................................. 24.95

LOCATIONS 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 #BOLPFE .................................................. 29.95

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

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 skylines, people, landscapes. Packed with examples! 8 x 10, 192 p. 43 black and white photographs.
Item #BONLLP .............................................. 18.95

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

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 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 #BOPPP ..............................................(paper) 18.95
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. 8½ x 11, 144 p. 124 full-color illus. 295 66&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 #BOPFPZ ........................................ (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. 5½ x 8¼, 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 7½, 160 p.

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

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 “tool-box” for those photographers who want to create an altered reality. 131 pages.

Item #BOIAC5ESP ...................................... (cloth) 47.50

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 Ericksen 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 ......................................... 22.50

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

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
BOOKS
BOOKS OF INTEREST

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

We are on the web at: http://www.bhphotovideo.com
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 #BOMM ................................................ 41.95

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 #BOMBPSM ........................................ 28.50

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 3/4 x 10, 240 p.
Item #BOMBWPCDR .....................(paper) 17.95

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 3/4 x 10 3/8, 160 p.
Item #AMPPPC ...........................(paper) 33.50

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

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 #KOBPII ..............................(paper) 24.95

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 #BOSPCG .............................................. 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

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
<table>
<thead>
<tr>
<th>Book Title</th>
<th>Author/Editor</th>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>THE TECHNIQUE OF THE PROFESSIONAL MAKE-UP ARTIST</td>
<td>Revised Edition by Vincent J-R Kehoe</td>
<td>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 &amp; electronic coloration. More than 250 photographs and illus. 290 pages.</td>
<td>$47.95</td>
</tr>
<tr>
<td>MATTERS OF LIGHT &amp; DEPTH: Creating Memorable Images for Video, Film and Stills Through Lighting</td>
<td>by Ross Lowell</td>
<td>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 &amp; white photos.</td>
<td>$27.50</td>
</tr>
<tr>
<td>PDN’s PHOTO SOURCE ’98 published by Photo District News</td>
<td></td>
<td>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.</td>
<td>$29.95</td>
</tr>
<tr>
<td>ADVENTURES IN LOCATION LIGHTING</td>
<td>by Jon Falk</td>
<td>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: 8x x 11, 210 pages.</td>
<td>$39.95</td>
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<tr>
<td>FOCUSING THE VIEW CAMERA</td>
<td>by Harold M. Merklinger</td>
<td>Only book of its kind! Understand optical principles and the view camera’s remarkable focal flexibility! Covers the Schémpfung Principle, the Hinge Rule, and accurately approximating depth-of-field! 6 x 9, 128 pages. Pull out charts, 33 tables, 78 illustrations. Addendum.</td>
<td>$17.95</td>
</tr>
<tr>
<td>THE HASSELBLAD MANUAL — Fourth Edition, Revised</td>
<td>by Ernst Wildi</td>
<td>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.</td>
<td>$54.95</td>
</tr>
<tr>
<td>MEDIUM FORMAT PHOTOGRAPHY</td>
<td>by Lief Erickson</td>
<td>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 &amp; white photographs, 6 diagrams.</td>
<td>$24.95</td>
</tr>
<tr>
<td>SECRETS OF STUDIO STILL LIFE PHOTOGRAPHY</td>
<td>by Gary Perweiler</td>
<td>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.</td>
<td>$19.95</td>
</tr>
<tr>
<td>A USER’S GUIDE TO THE VIEW CAMERA</td>
<td>by Jim Stone</td>
<td>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.</td>
<td>$39.95</td>
</tr>
<tr>
<td>VIEW CAMERA</td>
<td>New Edition by Harvey Shaman</td>
<td>This classic workbook for students of view-camera photography has recently 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 &amp; white photographs, 110 diagrams.</td>
<td>$22.50</td>
</tr>
</tbody>
</table>

Used Equipment Bought, Sold and Traded
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

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

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 1/4. 144 pages.
Item #BOPPQ..............................(paper) 25.95

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 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 #KOBFP..............................24.95

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

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

KODAK'S THE 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

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 #KOBLFP..............................19.95
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 1/4 x 8 1/4, 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

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

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 1/4 x 11 1/4, 160 pages. Approximately 50 color illustrations. 50 black & white diagrams.
Item # BOPLFS ...........................................(paper) 29.95

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 1/4 x 11 1/4, 160 pages. Over 40 full-color illustrations. 50 diagrams
Item # BOPLIS ............................................(paper) 29.95

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 1/4 x 11 1/4, 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 1/4 x 11 1/4, 160 pages. Over 40 full-color illustrations. 50 diagrams.
Item # BOPLSE ...........................................(paper) 29.95

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 1/4 x 11, 42 pages. Charts, forms.
Item # BOPPJ .............................................(paper) 19.95

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 1/4 x 11, 64 pages.
Item # BOHASYWP .......................................(paper) 19.95

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

LIBRARY
BOOKS
BOOKS OF INTEREST

Literature Available Upon Request
<table>
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<tr>
<th>Title</th>
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<th>Description</th>
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<th>Price</th>
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<tr>
<td>JOHN SHAW’S BUSINESS OF NATURE PHOTOGRAPHY</td>
<td>Harold M. Merkinger</td>
<td>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. 8½ x 11, 144 pages. 160 color photographs.</td>
<td>BOJSBNP</td>
<td>34.95</td>
</tr>
<tr>
<td>PRO-LIGHTING: PORTRAITS</td>
<td>RotoVision S.A.</td>
<td>Skillful lighting is essential to capturing the essence of someone’s character or portraying the person's story. Or special films, with their own lighting demands, may be selected to add drama to the tale. 8½ x 11½, 160 pages. Over 40 full-color illus. 50 black &amp; white diagrams.</td>
<td>BOPLP</td>
<td>34.95</td>
</tr>
<tr>
<td>THE PHOTOGRAPHER’S GUIDE TO USING LIGHT</td>
<td>Ted Schwarz and Brian Stoppee</td>
<td>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. 8¼ x 11, 144 pages. 120 color photos and 50 lighting diagrams.</td>
<td>BOPGUL</td>
<td>18.95</td>
</tr>
<tr>
<td>NIGHT SHOTS</td>
<td>Alex Larg, RotoVision S.A.</td>
<td>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 &amp; white illustrations. 7½ x 10½, 160 pages.</td>
<td>AMPLNS</td>
<td>34.95</td>
</tr>
<tr>
<td>EXISTING-LIGHT PHOTOGRAPHY</td>
<td>RotoVision S.A.</td>
<td>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. 8½ x 11, 96 pages. Over 200 illustrations.</td>
<td>KOBELP</td>
<td>24.95</td>
</tr>
<tr>
<td>PRO-PHOTO: WEDDING PHOTOGRAPHY</td>
<td>RotoVision S.A.</td>
<td>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 variety of styles. 8½x11½, 160 pages. Over 40 full-color illustrations. 50 diagrams.</td>
<td>BOPWP</td>
<td>29.95</td>
</tr>
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