



How to Succeed in Commercial Photography: Insights from a Leading Consultant

Selina Maitreya

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After more than thirty years in photography, an industry veteran speaks out in *How to Succeed in Commercial Photography*. These essays provide photographers at every level with all the tools they need for a great career. Author Selina Maitreya offers proven tips for focusing on client needs; building a team from today's marketing assistants, reps, and consultants; developing an online portfolio; self-promoting; and much more. Through up-close interviews, professional commercial photographers reveal the missteps they made in their work--and how others can avoid making the same mistakes. A special section explores how photographers can set goals, survive tough times, overcome creative blocks, and more. Anyone seeking a successful and well-balanced life as a commercial photographer needs a copy of this illuminating guide.

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