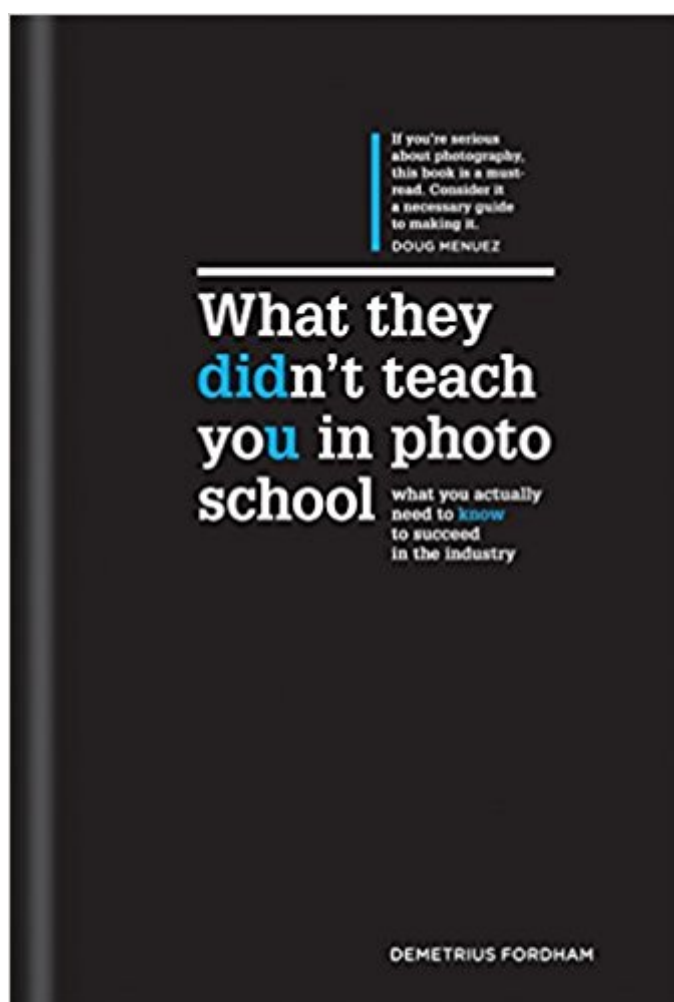


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# What They Didn't Teach You In Photo School: The Secrets Of The Trade That Will Make You A Success In The Industry (What They Didn't Teach You In School)





## Synopsis

Classes and workshops are a great way to learn the skills that will let you take great photos, but they don't teach you how to be a photographer. In *What They Didn't Teach You in Photo School*, Demetrius Fordam will help you make the transition from talented amateur to respected pro, building your own personal brand and business on the way. Passing on hard-earned lessons from a successful career in commercial, editorial and lifestyle photography, he shows how to snag the best internships and assistant roles, impress at an interview, develop an amazing portfolio, form strong relationships with clients, and lay the ground work for your own successful career. With a fresh design, and distinctive real-world photography, this the crucial companion that will make you, and your work, stand out.

## Book Information

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## Customer Reviews

Demetrius Fordham is a professional commercial, editorial and lifestyle photographer based in Brooklyn. Born in Stuttgart, Germany and raised in Denver, Colorado, Demetrius studied in Santa Barbara and at the New School, NY, worked for iconic photographers such as Sheila Metzner and Kurt Iswarienko, and was first assistant of celebrated commercial photographer Doug Menez before striking out on his own. These days his client list includes names like Condé Nast Traveler, the Wall Street Journal, CNN, Steve Madden, and Philip Morris International. Location: Brooklyn, NY.

Excellent book written by the former first assistant to Doug Menuez. It is a how-to-reality-guide into the real-life of working commercial and editorial photographers and what it takes to make it and excel in a hyper-competitive world. I only wish it had been written when I was a young photographer just starting out. Read this book and then go join APA (American Photographic Artists) or another photo trade group. <http://www.apanational.com>

I feel like today we are surrounded by talented photographers, but it takes much more to be successful professionally and this book will show you how. Cut out years of learning the hard way and get the quick, practical tips in this read. This book is a must for anyone who wants to make a living in this business. Great gift idea for aspiring photographers!

This book is certainly a good introduction in to what it takes to begin a photography business, but is one of a few that should be used

Excellent book with essential knowledge of the industry. You literally could read this instead of going to school. Study business instead.

Ok, so I call myself a pro-hobbyist photographer. That is to say, I love photography, spend a lot of time doing it, and the people who mainly employ me are friends and parents at my girlfriend's daughters' school. I've always lacked the confidence to step beyond my personal work and the small jobs that come my way. This book is excellent and has helped render some real practical advice with stepping out of my pro-hobbyist box....I recommend the read.

only on the 2nd chapter and so far the book as some simple but good ideas little things they maybe over looked

Some topics here that are great to know. Highly recommend checking it out.

Great breadth, good depth, grounded in the real world, practical, well organized.

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