

Understanding Flash Photography How To Shoot Great Photographs Using Electronic Bryan Peterson

An easy-to-follow Nikon D5600 photography class—in a book! Your Nikon D5600 is a powerful tool equipped to take top-notch photos. But unless you know how to use it to its full potential, your professional-grade camera will produce underwhelming amateur-grade photos. And that's where Nikon D5600 For Dummies comes in! Packed with all the expert tips and tricks you need to get your Nikon to live up to its name, this guide shows you how to use it to get truly striking shots—in a flash. Written by an expert on all things Nikon—and brimming with inspiring full-color photos—the step-by-step instruction offered inside arms shutterbugs of all skill levels with the know-how to turn any scene into a beautiful work of art. Whether you're looking to capture a cozy low-light shot or forever memorialize an awesome action scene, Nikon D5600 For Dummies will take your photography skills to picturesque new heights. Discover all your camera's features and capabilities Get better photos in auto or manual mode Adjust focus on the fly Start speaking photography lingo like a pro Even Leonardo da Vinci had to learn to work with paints and brushes before he could create the Mona Lisa. Before you let your frustration get the best of you, take heed in the friendly guidance in Nikon D5600 For Dummies.

If your past attempts at learning flash have all ended in failure (not to mention tears and/or blind rage), then *The Off-Camera Flash Handbook* is about to change everything for you. For years, photographer Vanessa Joy has been using off-camera flash to create gorgeous portraits that look like they were shot in the most beautiful natural light at the perfect time of day. Well, guess what? That consistent look was not created thanks to the most amazing luck with the weather. No. It was created by a pro photographer who mastered her use of off-camera flash. And with her down-to-earth and practical explanations, that's exactly what Vanessa teaches you in this book.

Vanessa breaks down off-camera flash into an easy-to-understand approach, and instead of focusing on the gear and the settings (which are also included, of course), she focuses on the kinds of shots you want to make. This book is about learning to use off-camera flash easily and quickly so that you can create beautiful, natural-looking light in any situation, at any time you need it...regardless of the weather or time of day.

The book is divided into three parts. Part One covers the fundamentals of off-camera flash, and it does so without blasting you with a firehose of information. Instead, Vanessa gives you the basics you need so that you can start shooting right away without becoming overwhelmed with technical jargon.

Once you're set up and ready to go, Vanessa jumps right into Part Two with specific photo scenarios and real-world situations where you'll learn key techniques for using your flash to create consistent, beautiful photographs. For each scenario, Vanessa provides the goal for the shoot, a gear list, the step-by-step shooting instructions, and images that show both the progress of the shoot and the behind-the-scenes shots or lighting diagrams of the setup. She also discusses problems you may encounter, variations on the shot, and additional practical scenarios for each situation.

Just a few examples include:

- Recreating the golden hour at any time
- Shooting groups
- Making indoors look like outdoors
- Enhancing natural light
- Using flash at events
- Working in harsh sunlight
- Creating silhouettes
- Shooting at sunset

- Fixing an ugly-light room
- And much more

Finally, Part Three tackles the questions you'll likely have once you've got the basics under your belt and you're already creating great photos with your off-camera flash—things like high-speed sync, sync speed, a practical understanding of the inverse square law, etc. There is also a helpful FAQ section at the end of the book.

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Learn to “see” more compelling images with this on-the-go field guide from Bryan Peterson! What makes an image amazing? Believe it or not, it is not about the content. What makes a photo compelling is the arrangement of that content—in other words, its composition. The right composition gives your images impact and emotion; the wrong one leaves them flat. In this handy, take-anywhere guide, renowned photographer, instructor, and bestselling author Bryan Peterson frees amateur photographers from the prejudices of what is “beautiful” or “ugly” so that they can instead focus on color, line, light, and pattern. Get the tools you need to show your distinct voice and point of view in every image you shoot. With this guide in your camera bag, you’ll be equipped not only to “see” beautiful images but to successfully shoot them each and every time. Also available as an ebook

Now that you’ve had your DSLR for a while, are you ready to take a much closer look at what creating a great image is all about? It’s all about light! The ability to see, influence, modify, control, and create light will take your images from snapshots to great shots! In *Lighting for Digital Photography: From Snapshots to Great Shots*, photographer and bestselling author Syl Arena begins with a primer on light itself—how to see its direction, intensity, color, contrast, and hardness—and quickly moves on to discussions of shooting both indoors and outdoors in the many different conditions of natural or man-made light. Then the book digs in to begin creating light with photographic lights, whether that’s small flash or big strobe, the pop-up flash on your DSLR or continuous lights. Follow along with Syl and you will: Learn the basics (and beyond) of light modifiers that make light bigger and softer, such as umbrellas, softboxes, beauty dishes, and diffusion panels Understand how to control and shape the light itself with flags, grids, snoots, and the zoom function on your flash Appreciate the color temperature of light (whether that’s the sun, a light bulb, or a flash), and how to influence it with white balance settings on your camera and colored gels on your flash Learn how to take great pictures across many different genres, from product and still life images, to simple (and not so simple) portraits and group shots With *Lighting for Digital Photography: From Snapshots to Great Shots*, you’ll learn not only how light behaves—you’ll learn all you need to know to get started on the journey of creating and controlling light in order to make great shots. And once you’ve got the shot, show it off! Join the book’s Flickr group, share your photos, and discuss how you get great shots at flickr.com/groups/lightingfromsnapshottogreatshots.

Capture the perfect portrait—even if it's with a selfie--in this updated edition of a trusted classic, now with all-new photography. Great portraits go beyond a mere record of a face. They reveal one of the millions of intimate human moments that make up a life. In *Understanding Portrait Photography*, renowned photographer Bryan Peterson shows how to spot those "aha!" moments and capture them forever. Rather than relying on pure luck and chance to catch those moments, Peterson's approach explains what makes a photo memorable, how to spot the universal themes that everyone can identify with, and how to use lighting, setting, and exposure to reveal the wonder and joy of everyday moments. This updated edition includes new sections on capturing the perfect selfie, how to photograph in foreign territory while being sensitive to cultures and customs, how to master portraiture on an iPhone, and the role of Photoshop in portraiture. Now with brand-new photography, *Understanding Portrait Photography* makes it easy to create indelible memories with light and shadow.

Use your Nikon D3500 camera like the pros Capturing frame-worthy photos is no easy feat — until now! Inside, author Julie King shares her experience as a professional photographer and photography teacher to help you get picture-perfect landscapes, portraits, action shots, and more with your Nikon D3500 digital SLR camera. It takes more than a good eye and an amazing camera to get shots like the pros. With the help of *Nikon D3500 For Dummies*, you’ll find all the expert advice and know-how you need to unlock your camera’s capabilities to their fullest potential. From working with the basics of lighting and exposure to making sense of your camera’s fanciest features, you’ll be snapping professional-grade photos in a flash! Learn the five essential options for shooting quality photos Understand the settings that control exposure Take charge of color and focus features Put your skills together to shoot portraits, close-ups, and action shots Whether you’re shooting in automatic mode, scene mode, or manual mode, you’ll get all the guidance you need to take photos you’ll be proud to share.

Finally—a compact, camera-bag-friendly field guide to help you take great flash photographs. No matter which digital SLR you own, *DAVID BUSCH'S FLASH PHOTOGRAPHY COMPACT FIELD GUIDE* gives you the tools and techniques you'll need to achieve beautiful results with your camera's electronic flash. In six information-packed chapters, filled with helpful checklists, tables, and charts, this concise guide distills the fundamentals of good flash photography and puts them at your fingertips, showing you how to shoot specific flash situations and subjects under a variety of conditions. Full-color illustrations show you exactly what results to expect from particular camera/flash settings. From quick setup through metering, accessories, lighting, and much more, *DAVID BUSCH'S FLASH PHOTOGRAPHY COMPACT FIELD GUIDE* will help you get great flash results every time.

Do you wish you had the most essential information you need to shoot compelling photos using your Canon dSLR's built-in or add-on flash unit *DAVID BUSCH'S GUIDE TO CANON FLASH PHOTOGRAPHY* is the solution. This book will teach you the fundamentals of good flash photography and show you how to shoot specific flash situations and subjects under a variety of conditions. Clear and concise explanations accompanied by beautiful, full-color images illustrate exactly what results to expect from particular camera/flash settings. From quick setup through ambient light measurements, pre-flash metering, distance to subject and angle of view considerations, accessories, wireless flash capabilities, and detailed descriptions of each Speedlite unit Canon offers, *DAVID BUSCH'S GUIDE TO CANON FLASH PHOTOGRAPHY* will help you get great flash results every time.

Now refreshed with current technologies and terms, and more than 25 percent new images and an all-new chapter, this bestselling guide shows readers how to shoot great photographs with any type of camera.

Veteran photographer and instructor Bryan Peterson is best known for his arresting imagery using bold, graphic color and composition. Here he explores his signature use of color in photography for the first time, showing readers his process for creating striking images that pop off the page. He addresses how to shoot in any type of light, and looks at color families and how they can work together to make compelling images in commercial and art photography. He also helps readers understand exposure, flash, and other stumbling blocks that beginning and experienced photographers encounter when capturing images, showing how to get the most out of any composition. With its down-to-earth voice and casual teaching style, *Understanding Color in Photography* is a workshop in a book, helping any photographer take their images to the next level.

Electronic flash not only brings light to a photograph, it can be an important artistic tool--if you've acquired the knowledge to use it creatively. To master those skills, digital photographers need only turn to this complete reference. Packed with inspirational photos, it takes the mystery out of flash, covering every type of equipment and explaining such essentials as guide numbers, sync speeds, white balance, and more. Photographers will see how fill flash can decrease contrast and shadows in outdoor portrait photography, understand how to control the light using bounce and multiple flash techniques, and expertly employ high-speed and rear curtain synchronization to create impressive motion-blur images. Everything you need to know is here--including a section on studio flash and computer processing.

* The complete guide to mastering the technical challenges of lighting and flash * Explores locations, subjects and styles, and all the technical skills, tools and tips needed to master them * Written by multi award-winning photographer Richard Bradbury Aimed at the serious amateur, this is a practical guide to achieving professional results in digital photography. Light is at the very heart of photography and plays a fundamental role in creating successful images. Not only does light affect brightness, it also determines tone, mood, atmosphere, texture, colour and luminosity. Mastering Lighting & Flash Photography contains everything you need to know about controlling and manipulating light to capture the beauty of the world around you in your own signature style. Written and photographed by a multi award-winning photographer, the book describes and demonstrates all the key topics: from understanding light and how to use it; through choosing the best kit and mastering the essential techniques; to different forms of flash photography and studio lighting, tips from leading professionals, and elevating your prints in post-production. .

Everything you need to know in one take-anywhere field guide! This all-in-one guide from renowned photographer, instructor, and author Bryan Peterson will help you take better photos anytime, anywhere—with any camera. Want to finally understand exposure? Interested in learning to "see" and composing your images more creatively? Ready to master the magic of light? It's all here, the techniques every amateur photographer needs to take better nature, landscape, people, and close-up photos. You'll even get creative techniques, like making "rain" and capturing "ghosts," and practical advice on gear, equipment, and postprocessing software. Filled with Bryan's inspirational photographs, this is the one essential guide for every camera bag.

Comprehensive, heavily illustrated volume introduces the concepts and techniques of digital image capture, including exposure, composition, histograms, depth of field, advanced lighting, lens filters, shutter speed, and autofocus. Learn the core concepts and techniques you need to know to take better photos, from choosing the best lens for your stylistic goals to selecting the right camera settings for different lighting conditions. With clear explanations and highly visual examples, Sean T. McHugh takes you from basic concepts like exposure and depth of field to more advanced topics, such as how camera lenses and sensors capture light to produce images. You'll learn not only which camera settings to use in different situations but also the reasons why. Learn how to: - Choose lenses that give greater control over perspective - Minimize image noise by understanding how digital sensors work - Get the exposure you want even in fog, mist, or haze - Improve hand-held shots by mastering shutter speed and autofocus - Use tripods, lens filters, and flash to enhance image capture Whether you want to understand digital photography at a deeper level or simply want to take better photos, Understanding Photography will help you get the most out of your camera.

Photographers of all experience levels can now avoid time-consuming postproduction image editing with the multiframe techniques provided in this guide. Packed with information, the manual shows photographers how to select a quality new or used flash and how to mount and use up to five flashes to sculpt and define every aspect of an image. Also included is a discussion on perspective, lens selection, filter use, and white balance selection as well as information on flash-triggering systems and supporting equipment. A wide assortment of images with captions detailing the methods used to create each look completes this clever guide.

A full-color guide to Nikon's exciting new entry-level dSLR With its large 24.2 megapixel sensor, full HD video recording capability, and wireless options, the Nikon D3200 is very appealing! This full-color guide assumes no prior digital photography or dSLR knowledge and helps you start taking great pictures with your new Nikon right from the beginning. Popular author and photography instructor Julie Adair King shows you how to use all the settings, manage playback options, take control with manual modes, work with video, and edit and share your images. It's like a personal course in beginning dSLR photography. New dSLR users will quickly gain skills and confidence with the step-by-step, colorfully illustrated instructions in this beginner's guide to the Nikon D3200 camera Explains how to use all the new features of the Nikon D3200, including a 24-megapixel sensor, 11 autofocus points, 4 frame-per-second shooting, full HD video capabilities, and a WiFi feature that lets you control the camera remotely or preview images on your smartphone Covers auto and manual modes, playback options, working with exposure and focus, shooting video, editing and sharing photos, troubleshooting, and photography tips Popular author has written more than 15 For Dummies books on Nikon and Canon cameras Nikon D3200 For Dummies is the easy, full-color, and fun way to start making the most of your new camera right away.

INSTANT NEW YORK TIMES BESTSELLER "One of the most important books I've ever read—an indispensable guide to thinking clearly about the world." – Bill Gates "Hans Rosling tells the story of 'the secret silent miracle of human progress' as only he can. But Factfulness does much more than that. It also explains why progress is so often secret and silent and teaches readers how to see it clearly." —Melinda Gates "Factfulness by Hans Rosling, an outstanding international public health expert, is a hopeful book about the potential for human progress when we work off facts rather than our inherent biases." - Former U.S. President Barack Obama Factfulness: The stress-reducing habit of only carrying opinions for which you have strong supporting facts. When asked simple questions about global trends—what percentage of the world's population live in poverty; why the world's population is increasing; how many girls finish

school—we systematically get the answers wrong. So wrong that a chimpanzee choosing answers at random will consistently outguess teachers, journalists, Nobel laureates, and investment bankers. In *Factfulness*, Professor of International Health and global TED phenomenon Hans Rosling, together with his two long-time collaborators, Anna and Ola, offers a radical new explanation of why this happens. They reveal the ten instincts that distort our perspective—from our tendency to divide the world into two camps (usually some version of us and them) to the way we consume media (where fear rules) to how we perceive progress (believing that most things are getting worse). Our problem is that we don't know what we don't know, and even our guesses are informed by unconscious and predictable biases. It turns out that the world, for all its imperfections, is in a much better state than we might think. That doesn't mean there aren't real concerns. But when we worry about everything all the time instead of embracing a worldview based on facts, we can lose our ability to focus on the things that threaten us most. Inspiring and revelatory, filled with lively anecdotes and moving stories, *Factfulness* is an urgent and essential book that will change the way you see the world and empower you to respond to the crises and opportunities of the future. --- “This book is my last battle in my life-long mission to fight devastating ignorance...Previously I armed myself with huge data sets, eye-opening software, an energetic learning style and a Swedish bayonet for sword-swallowing. It wasn't enough. But I hope this book will be.” Hans Rosling, February 2017.

A guide to flash photography using a single flash covers the use of pop-up, external, wired, and wireless flashes for photographs in a variety of settings.

Photographers are always looking for perfect light. Unfortunately, the quality of available light, and the situations in which photos are created, are rarely perfect. This is especially true when photographing weddings or portraits on location. So while finding beautiful existing light is every photographer's ideal, it isn't always possible. This is the point at which photographers tend to reach for a portable, on-camera flash. Indeed, these intense light sources can prove invaluable, but only if you know how to use them effectively. In the hands of an inexperienced photographer, on-camera flash will produce images that look flat and lifeless—images with harsh shadows, washed-out skin tones, cavernous black backgrounds, and other unappealing visual characteristics. In this book, acclaimed wedding and portrait photographer Neil van Niekerk shows you how to avoid the pitfalls photographers new to speedlights often encounter so that you can produce professional images using on-camera flash. You'll learn to use simple accessories to manipulate the quality of light from your flash and how to improve a lighting scenario by enhancing rather than overwhelming the existing light. When the available light is too low and too uneven to be combined with flash, he shows you how to override it completely with flash and, with some thought and careful application of specialized techniques, still get results that look great. On-camera flash is one of the most challenging light sources to master, but with the techniques in this book you'll learn to use it with confidence. For wedding and environmental portrait photographers who must work in ever-changing lighting scenarios, this can mean better images and better sales.

Debunking the common misconception that a flash is only necessary in low-light situations, this DVD guide provides professional instruction on how to properly direct and shape light in order to marshal mood, shape, texture, and color to make photographs more dynamic and visually interesting. Beginning with an introduction to the basic characteristics of light—the quality and diffusion of light, the direction of the light, and the color of the light—it goes on to discuss aperture, shutter speed, and ISO and their relation to Nikon flash systems. After teaching how to master these fundamentals, the DVD discusses how to use Nikon flashes, how to modify the light from flashes, and what subject matter looks good in different lighting situations.

flash is important to give a lighting effect and light is impotent to give a natural effect to the picture.

Flash is a necessary and immensely creative tool that dramatically increases the opportunities of any amateur photographer. However, many amateurs find flash intimidating, unsure of where to begin. Instead, they continue limiting themselves to shooting only available light. *Understanding Flash Photography* is a guide to off-camera flash, helping free photographers from “auto” to get the images they want when natural light isn't enough. If you've been afraid to venture past natural light, here is the book that will finally help you explore the exciting possibilities of artificial light. Author Bryan Peterson starts by breaking down how flash works, then dispels the widely held myth that automatic “TTL” flash exposure is easier, explaining how to quickly master manual flash exposure to control the quality, shape, and direction of light. For the hundreds of thousands who found *Understanding Exposure* an exciting tool in moving past “auto” exposure in available light, *Understanding Flash Photography* is the essential companion to mastering the often challenging exposure puzzle.

Canon Speedlites and Nikon Speedlights are small, off-camera flashguns that can provide big results - if you know how to use them properly. Acclaimed Boston photographers Lou Jones, Bob Keenan and Steve Ostrowski guide you through the technical and creative aspects of how to get the most out of these powerful tools in this indispensable guide, packed full of inspirational images and comprehensive diagrams of the lighting set ups used to capture them. They are significantly more advanced, lighter and considerably cheaper than a standard flashgun, and have many advantages. They are small (and cheap) enough that a number can be carried in your kit, and they can be used in combination, triggered wirelessly. They use through-the-lens (TTL) metering, which allows you to use the in-camera LCD and histograms to calculate the required power/direction, rather than havng to use a light meter or trial and error. They use proprietary, dedicated technology (from Canon and Nikon) that means there are no compatability issues. Getting the most out of them, however, remains a mystery - most photographers still just use their speedlights in the same way as a standard flash gun. This is where this book comes in.

Rather than focusing on the gear needed to use off-camera flash, this specialized resource hones in on the techniques needed?addressing photographers' most common questions and providing practical examples of off-camera flash used on real assignments. Seeking to address the various challenges of off-camera lighting, professional photographers and advanced amateurs alike will find a range of confidence-building instruction, beginning with basic how's and why's of lighting for creative effect, the types of equipment available and instruction about their proper use, clear definitions of various technical concepts such as managing shutter speed and controlling flash exposure, using ambient light as well as natural sunlight during a shoot, and incorporating off-camera flash into a portrait session. Concluding this lesson plan is a look at five different real-life photo sessions, each employing a different flash technique. Here, photographers get a deeper understanding of each concept put into practice, marrying the elements of lighting with the natural elements presented by the shoot.

Unlock all the secrets of the powerful new Nikon D3100 DSLR camera Author Julie King knows how to teach newbies, and in this handy guide she'll help you get the very most out of the powerful new Nikon D3100. Say you're already an experienced photographer? The helpful tips and tricks in this friendly book will get you quickly up to speed on the

D3100's new 14-megapixel sensor, continuous video/live focus, full HD video, expanded autofocus, and more. As a seasoned instructor at the Palm Beach Photographic Center, Julie anticipates all questions, whether you're a beginner or digital camera pro, and offers pages of easy-to-follow advice. Helps you get every bit of functionality out of the new Nikon D3100 camera Walks you through its exciting new features, including the 14-megapixel sensor, continuous video/live focus, full HD video, expanded autofocus, and the updated in-camera menu Explores shooting in Auto mode, managing playback options, and basic troubleshooting Explains how to adjust the camera's manual settings for your own preferred exposure, lighting, focus, and color style Covers digital photo housekeeping tips—how to organize, edit, and share your files Tap all the tools in this hot new DSLR camera and start taking some great pix with Nikon D3100 For Dummies.

The ability to create an effective portrait is probably the single most important skill any aspiring photographer must master. Few professional photographers, whatever their area of specialization, can hope to have a successful career without ever being called upon to create a likeness of another person. The Portrait Photography Course is designed to build a student photographer's experience and get him or her started on a rewarding career. Detailed tutorials cover every aspect of studio and location work, from composition and psychology to complex lighting schemes, equipment options, and digital retouching. Portfolios of exemplary images showcase individual photographers' work and demonstrate techniques explored in the tutorials, while interviews with top portrait photographers shed insight into their methodologies and philosophies. Presented and written by a leading portrait photographer, this book is an indispensable guide to taking professional pictures. ¿

Understanding Flash Photography How to Shoot Great Photographs Using Electronic Flash and Other Artificial Light Sources Amphoto

Make a big impression with small flashes! In this book, Tilo Gockel shows you how to make magic by mastering the use of light. You will learn how to use speedlights to create amazing photographs in any lighting situation. Tilo uses 40 lighting workshops to teach his methods for producing impressive flash shots in portrait, fashion, macro, food, still life, and high-speed photography. The richly illustrated, easy-to-understand workshops are filled with recommendations and instructions for flash setups, detailed lighting diagrams, and tips and tricks for how to achieve the look of high-end studio shots using simple, accessible equipment, even in your own home. Also included is information on the settings that will help you master complex multi-flash situations, as well as tips on how to create cost-effective, self-built accessories. Foreword by Strobist.com's David Hobby.

Your plain-English, full-color guide to the Nikon D7200 Your Nikon D7200 comes packed with enough power to satisfy even seasoned photographers. Unfortunately, it doesn't come with an easy guide on how to adjust the camera's settings to get the photos you want. That's where Nikon D7200 For Dummies comes in! Brimming with the tips, tricks, and friendly instruction you'd gain in a basic photography course, it shows you how to get the very most out of your new Nikon D7200—without losing your cool. Written by an experienced photographer and photography teacher, this fun, no-nonsense guide quickly gets you up and running on taking your first photos in automatic mode, then moves on to help you grasp more advanced features, like controlling exposure, adjusting color and focus for better results, using scene modes and priority modes, shooting portraits, action shots, outdoor shots, and night images—and so much more. Navigate your camera's buttons, dials, and settings Apply pro tricks to get better color, focus, and sharpness from your images Control exposure settings and jump from auto mode to manual Make sense of tricky material through full-color explanations of core photography concepts If you're the proud new owner of a Nikon D7200, but don't have a ton—or any—experience with cameras, this hands-on guide will have you taking photos like a pro in no time!

Through easy-to-follow lessons, this handy book offers a complete class on digital photography, tailored specifically for people who use the Canon EOS Digital Rebel T1i/500D. This is not your typical camera guide: rather than just show you what all the buttons do, it teaches you how to use the Digital Rebel's features to make great photographs -- including professional-looking images of people, landscapes, action shots, close-ups, night shots, HD video, and more. With Ben Long's creative tips and technical advice, you have the perfect, camera-bag-friendly reference that will help you capture stunning pictures anywhere, anytime. The Canon EOS Digital Rebel T1i/500D Companion will show you how to: Take creative control and go beyond automatic settings Learn the basic rules of composition Capture decisive moments, including fast-moving objects Discover ways to use a flash indoors and outdoors Learn about different lenses, and the best time to use them Understand the options for shooting RAW, and whether it's right for you Use the Digital Rebel's ability to shoot high definition video

Providing readers with a study of learning how to turn poorly lit images into finely crafted, masterfully lit photographs, this guidebook instills photographers with the self-confidence to think on their feet and photograph any portrait subject anywhere. Acclaimed photographer Neil van Niekirk presents seven distinctly different lighting scenarios—available light, exposure metering, a touch of flash, bounced on-camera flash, off-camera flash, video light, and hard sunlight—to show readers how to manipulate the direction and quality of light, the subject's and photographer's position, and numerous other variables so as to turn a bad image into a stunning, professional-level portrait. Packed with dozens of instructional, full-color photos, this work also features 10 sample photo sessions, allowing readers the opportunity to see the seven lighting scenarios put to practice.

The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract

