



Licensing Photography

Victor Perlman, Richard Weisgrau

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Today, photographers can make every image pay and pay again by controlling and pricing the rights to their work. In *Licensing Photography*, a veteran photographer and a respected attorney team up to present the complex subject of licensing of clear, understandable terms. With this step-by-step guide, readers will be able to forge successful, legally sound, and profitable agreements. Digital imaging and Internet technology mean the market for licensing is bigger than ever—and *Licensing Photography* helps every photographer get a piece of the pie. • All the tools a photographer needs to craft licensing agreements, price licenses, and negotiate fees • Real-life examples, sample agreements, Q&A section, plus legal advice in layman's terms

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