

David Buschs Sony Alpha Slt A77 Guide To Digital Photography David Buschs Digital Photography Guides

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Sony A7 III: Pocket Guide - Rocky Nook 2019-05-17

Designed for photographers who haven't memorized every button, dial, setting, and feature on their Sony a7 III, Rocky Nook's handy and ultra-portable quick reference Pocket Guide helps you get the shot when you're out and about. * Confirm that your camera is set up properly with the pre-shoot checklist * Identify every button and dial on your camera * Learn the essential modes and settings you need to know * Dive deeper with additional features of your camera * Execute step-by-step instructions for shooting multiple exposures, in-camera HDR, time-lapse movies, and more * Follow tips and techniques for getting great shots in typical scenarios (portrait, landscape, freezing action, low light, etc.)

David Busch's Sony Alpha a6000/ILCE-6000 Guide to Digital Photography - David D. Busch 2016-08-19

Fundamentals of Franchising - Joseph J. Fittante (Jr.) 2016-12-01

Written specifically to help lawyers and non-lawyers brush up on franchise law, this respected publication - now in its fourth edition - is charged with useful definitions, practical tips, and expert advice from experienced franchise law practitioners. This practical guide examines franchise law from a wide-range of experiences and viewpoints. Each chapter is written by two experienced practitioners to provide a well-rounded guide to the fundamentals of franchise law and key issues in the practice, including trademark law; structuring the franchise relationship; disclosure issues; registration; franchise relationship laws; antitrust law; counseling franchisees; and more.

The Complete Guide to Food Photography - Lauren Caris Short 2022-06-28

The must-have guidebook for creating great food photographs! The Complete Guide to Food Photography is a visually stunning, eminently useful, and comprehensive resource for creating fantastic food photographs. In this book, professional food photographer Lauren Short teaches you her entire image-making process, as she covers lighting, composition, styling, storytelling, editing, and processing great food photographs. In the first part of the book, Lauren covers the core concepts, where you'll learn: * How to work with both natural and artificial light (as well as modifiers) * The tools, guides, and rules of composition for food photography * Techniques, tips, and tricks for styling your food so it looks its best * How to build a story with the use of backgrounds, props, and other supporting elements * Processing, retouching, and compositing techniques to finish your image Additionally, Lauren explains the why behind her creative decisions. By understanding her decision-making process and walking through her problem-solving techniques, you'll become better equipped to make informed creative decisions so you can excel at food photography, no matter what scenarios you encounter. In the second part of the book, Lauren walks you through multiple case studies of complete, start-to-finish shoots so that you can see every aspect of her image-making process and understand how it all comes together. Each case study also includes a link to a full video for each shoot so that you can easily follow along. Filled with beautiful imagery as well as behind-the-scenes photos and helpful diagrams, The Complete Guide to Food Photography is a must-have for any

food photographer looking to create images that stand out from the crowd.

The Sony SLT-A77 - Carol F. Roullard 2012-07-19

This book provides enthusiastic photographers with a wealth of information about the unique features of the Sony SLT-A77, an interchangeable-lens camera with an electronic viewfinder and a fixed, translucent mirror. The A77 differs from the current crop of DSLRs in its ability to use a phase detection focusing system throughout the entire picture-taking process, for both still photographs and videos. This provides an immediacy and responsiveness when using burst shots and creating HD videos that is unavailable in any other camera. In this guide, authors Carol Roullard and Brian Matsumoto teach you how to obtain exceptional photographs and videos as they cover everything from the basics of using the camera's automatic modes, to the more advanced aperture-priority, shutter-priority, program, and manual exposure modes. You'll also learn how best to take advantage of features such as the built-in dynamic range adjustment, sweep panoramic, GPS, colorization modes, facial detection and recognition, multiple shot exposures, and HD video. The authors provide you with an opportunity to improve your skills even further by discussing how third-party software and accessories can improve Sony's standard commands. You'll also learn about how the electronic viewfinder, fixed mirror, and Sony's novel shutter design improve the camera's utility for scientific photography through the microscope and telescope. Additional topics include: Advantages of the electronic viewfinder for previewing your photographs Using the accessory Sony shoe-mount flash Advantages of using the JPEG file format Advantage of having a fixed mirror and electronic first curtain shutter Settings for using the camera on a microscope and telescope Using the older Minolta Maxxum lenses

David Busch's Sony Alpha a7 III Guide to Digital Photography - David D. Busch 2018-05-30

David Busch's Sony Alpha a7 III Guide to Digital Photography is most comprehensive resource and reference for Sony's affordable 24MP full-frame mirrorless camera. With advanced 693-point phase detect autofocus, 5-axis in-body image stabilization, 10 frames-per-second continuous shooting, and 4K video capture, the a7 III offers enthusiasts a versatile combination of advanced features. This book shows you how to master those capabilities as you explore the world of digital photography and hone your creativity with the a7 III. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a7 III Guide to Digital Photography covers every feature of this camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more, and relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to the camera's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for each menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, as an advanced enthusiast exploring full frame photography for the first time, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony a7 III. p.p1 {margin: 0.0px 0.0px 0.0px

0.0px; font: 12.0px 'Times New Roman'} p.p2 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px 'Times New Roman'; min-height: 15.0px}

[Photographer's Guide to the Sony a6400](#) - Alexander White 2019-08-07

With this book, author Alexander S. White provides users of the a6400 with a manual covering all aspects of the camera's operation. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to accomplish things with the a6400, and explains when and why to use the camera's many features. The book provides details about the camera's shooting modes as well as its menu options for shooting, playback, setup, video, Wi-Fi, Bluetooth, and special effects. The book covers the a6400's ability to use its touch screen for focusing and enlarging images in some situations, its upgraded autofocus system, which includes automatic focusing on the eyes of humans or animals, and the camera's wide range of options for assigning its control buttons, dial, and wheel to carry out photographic functions. The book includes more than 450 color photographs that illustrate the camera's controls, display screens, and menus. The images include photographs taken using the a6400's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, and action shots; and its Creative Style and Picture Effect menu options, with settings that alter the appearance of images. The book provides concise introductions to topics such as street photography and infrared photography, and explains how to use the camera's Wi-Fi and Bluetooth features to transfer images to a smartphone or tablet, to control the camera from such a device, and to add location information to images. The book includes a full discussion of the video features of the a6400, which can shoot HD and 4K (ultra-HD) movies, with manual control of exposure and focus during recording. The book explains the camera's numerous features for professional-level videography, including Picture Profiles that allow adjustment of settings such as gamma curve, black level, knee, and detail. The book describes steps for recording 4K video to an external video recorder using the "clean" video output from the camera's HDMI port. In three appendices, the book discusses accessories for the a6400, including cases, power sources, remote controls, microphones and external flash units, and includes a list of websites and other resources for further information. The book includes an appendix with "quick tips" on how to take advantage of the camera's features in the most efficient ways possible. This guide to the a6400 includes a detailed index, so the reader can quickly locate information about any particular feature or aspect of the camera.

David Busch's Sony Alpha A6600/ILCE-6600 Guide to Digital Photography - David D. Busch 2020

David Busch's Sony Alpha a6600/ILCE-6600 Guide to Digital Photography is the most comprehensive reference and guide book available for Sony's flagship APS-C mirrorless camera. This enthusiast digital camera has a more powerful processor and upgraded autofocus with enhanced real-time tracking and advanced Eye AF. Built-in 5-axis image stabilization allows sharp images hand-held even with slower shutter speeds. The a6600's new LCD swivels to face forward, making the camera excellent for self-portraits, vlogging, and other applications. The a6600 features a 24 megapixel sensor with 425 embedded phase-detect pixels for lightning-fast autofocus at up to 11 frames per second, and a more powerful battery to extend shooting life. With an electronic shutter that provides a silent shooting option, stunning 4K/UHD video capabilities, and new time-lapse photography features, the a6600/ILCE-6600 is a versatile digital camera that's simple to use, yet boasts features demanded by the most avid photo buff. With this book in hand, you will discover all the capabilities of the Sony Alpha a6600/ILCE-6600 as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a6600/ILCE-6600 Guide to Digital Photography describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to the a6600/ILCE-6600's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast pushing the limits of your imagination, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony Alpha a6600/ILCE-6600.

David Busch's Sony Alpha a6300/ILCE-6300 Guide to Digital Photography - David Busch 2016-06-24

David Busch's Sony Alpha a6300/ILCE-6300 Guide to Digital Photography is the most comprehensive reference and guide book available for Sony's advanced APS-C mirrorless camera. This eagerly-anticipated enthusiast/professional digital camera features a new 24 megapixel sensor with 425 embedded phase-detect pixels for lightning-fast autofocus at up to 11 frames per second. With an electronic shutter that provides a silent shooting option, stunning 4K/UHD video capabilities, and ISO sensitivities up to ISO 51,200, the a6300/ILCE-6300 is a versatile digital camera that's simple to use, yet boasts features demanded by the most avid photo buff. With this book in hand, you will discover all the capabilities of the Sony Alpha a6300/ILCE-6300 as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a6300/ILCE-6300 Guide to Digital Photography describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to the a6300/ILCE-6300's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast pushing the limits of your imagination, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony Alpha a6300/ILCE-6300.

David Busch's Sony Alpha a6500/ILCE-6500 Guide to Digital Photography - David D. Busch 2017-04-24

David Busch's Sony Alpha a6500/ILCE-6500 Guide to Digital Photography is the most comprehensive reference and guide book available for Sony's advanced APS-C mirrorless camera. This eagerly-anticipated enthusiast/professional digital camera adds in-body image stabilization, a useful touch screen, and better low light performance at up to ISO 51,200. It features a 24 megapixel sensor with 425 embedded phase-detect pixels for lightning-fast autofocus at up to 11 frames per second. With an electronic shutter that provides a silent shooting option, and stunning 4K/UHD video capabilities, the a6500/ILCE-6500 is a versatile digital camera that's simple to use, yet boasts features demanded by the most avid photo buff. With this book in hand, you will discover all the capabilities of the Sony Alpha a6500/ILCE-6500 as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken. p.p1 {margin: 0.0px 0.0px 0.0px 0.0px; font: 12.0px 'Times New Roman'} span.s1 {font: 12.0px Times} Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a6500/ILCE-6500 Guide to Digital Photography describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to the a6500/ILCE-6500's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast pushing the limits of your imagination, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony Alpha a6500/ILCE-6500.

Brand Innovation Manifesto - John Grant 2006

The days of the image brands are over, and 'new marketing' has gone mainstream. The world's biggest companies are pursuing a post-advertising strategy, moving away from advertising and investing in leading edge alternatives. In the vanguard of the revolution has been John Grant, co-founder of the legendary agency St. Luke's and author of "The New Marketing Manifesto," whose radical thinking has informed a generation. Now Grant is set to stun the industry again. In "The Brand Innovation Manifesto," he redefines the nature of brands, showing why old models and scales no longer work and revealing that the key to success today is impacting people's lifestyles (think Starbucks, iPod and eBay). At the heart of the book is the concept of the 'brand molecule' to which new cultural ideas can be constantly added to keep pace with

change. Cataloguing 32 classes of idea, Grant presents a practical approach to mixing and matching them within your own market to develop new brand ideas - and new ideas for existing brands.

Entertainment Science - Thorsten Hennig-Thurau 2018-08-01

The entertainment industry has long been dominated by legendary screenwriter William Goldman's "Nobody-Knows-Anything" mantra, which argues that success is the result of managerial intuition and instinct. This book builds the case that combining such intuition with data analytics and rigorous scholarly knowledge provides a source of sustainable competitive advantage - the same recipe for success that is behind the rise of firms such as Netflix and Spotify, but has also fueled Disney's recent success. Unlocking a large repertoire of scientific studies by business scholars and entertainment economists, the authors identify essential factors, mechanisms, and methods that help a new entertainment product succeed. The book thus offers a timely alternative to "Nobody-Knows" decision-making in the digital era: while coupling a good idea with smart data analytics and entertainment theory cannot guarantee a hit, it systematically and substantially increases the probability of success in the entertainment industry. Entertainment Science is poised to inspire fresh new thinking among managers, students of entertainment, and scholars alike.

Thorsten Hennig-Thurau and Mark B. Houston - two of our finest scholars in the area of entertainment marketing - have produced a definitive research-based compendium that cuts across various branches of the arts to explain the phenomena that provide consumption experiences to capture the hearts and minds of audiences. Morris B. Holbrook, W. T. Dillard Professor Emeritus of Marketing, Columbia University Entertainment Science is a must-read for everyone working in the entertainment industry today, where the impact of digital and the use of big data can't be ignored anymore. Hennig-Thurau and Houston are the scientific frontrunners of knowledge that the industry urgently needs. Michael Kölmel, media entrepreneur and Honorary Professor of Media Economics at University of Leipzig Entertainment Science's winning combination of creativity, theory, and data analytics offers managers in the creative industries and beyond a novel, compelling, and comprehensive approach to support their decision-making. This ground-breaking book marks the dawn of a new Golden Age of fruitful conversation between entertainment scholars, managers, and artists. Allègre Hadida, Associate Professor in Strategy, University of Cambridge

The Art of Star Wars Rebels Limited Edition - Dan Wallace 2020-03-19

This deluxe limited-edition package of The Art of Star Wars Rebels features a beautiful slipcase with illuminating lights and sound effects of igniting lightsabers when the case opens! This collection also includes a folio featuring an exclusive piece of art and a variant cover of the book to create a truly immersive experience that fans won't want to miss! In the early days of the rebellion, a tight-knit group of rebels from various backgrounds banded together against all odds to do their part in the larger mission of defeating the Galactic Empire, sparking hope across the galaxy. The award-winning animation team of Dave Filoni, Simon Kinberg, and Carrie Beck, along with the talented artists at Lucasfilm Animation brought the beloved occupants of the Ghost into our homes four years ago, now, take a step behind-the-scenes to witness the journey from paper to screen with The Art of Star Wars Rebels. Featuring never-before-seen concept art and process pieces along with exclusive commentary from the creative team behind the show, Dark Horse Books and Lucasfilm proudly present the official look inside one of the galaxy's most beloved shows.

Enoch, the Ethiopian - Indus Khamit Cush 2000-01-01

The Book of Filemaker 6 - Chris Kubica 2003

An introduction to FileMaker pro covers such topics as defining fields, designing layouts, creating records, entering data, printing records, and writing formulas.

David Busch's Sony Alpha a68/ILCA-68 Guide to Digital Photography - David D. Busch 2016-12-15

GIMP Bible - Jason van Gumster 2011-02-04

The ultimate reference and guide to the GNU image manipulation program GIMP is a free, Photoshop-like image manipulation program, and as its use grows, so does the demand for detailed instruction on how to get the very most out of it. GIMP Bible is the most comprehensive and current independent GIMP reference available that goes beyond official documentation. If you're a digital artist or photographer, the step-by-step

explanations in this authoritative guide show you how to power-use GIMP throughout a production pipeline. Topics include understanding the GIMP interface and how to work with it, how to use all of GIMP's tools to create high-quality images, GIMP's default filters and plug-ins, advanced techniques for customization with Python and Scheme scripting, and much more. GIMP (GNU Image Manipulation Program) is a free graphics editor that runs on Linux, Windows, or Macs; it is used to process digital graphics and photographs including creating graphics and logos, resizing and cropping photos, altering colors, combining images, creating basic GIF animated images, and more Whether you're a digital artist, professional photographer, or beginner, this detailed how-to shows you best practices, valuable techniques, and helpful tips for getting the most out of GIMP for your projects Topics include the GIMP interface and how to work with it, in-depth description of GIMP's tools and how to use them to create high-quality images, a comprehensive reference for all of GIMP's default filters and common plug-ins, and advanced customization with Python and Scheme scripting Get the most out of this free image editing tool for your production pipeline with the GIMP Bible. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Sony Alpha DSLR-A100 Digital Field Guide - David D. Busch 2007-03-06

Describes the features of the Sony Alpha DSLR-A100 camera, with information on such topics as exposure, lighting, lenses, composition, landscape photography, panoramic photography, and editing pictures.

Fast Food Nation - Eric Schlosser 2012

Explores the homogenization of American culture and the impact of the fast food industry on modern-day health, economy, politics, popular culture, entertainment, and food production.

David Busch's Sony Alpha a6600/ILCE-6600 Guide to Digital Photography - David D. Busch 2020-03-30

David Busch's Sony Alpha a6600/ILCE-6600 Guide to Digital Photography is the most comprehensive reference and guide book available for Sony's flagship APS-C mirrorless camera. This enthusiast digital camera has a more powerful processor and upgraded autofocus with enhanced real-time tracking and advanced Eye AF. Built-in 5-axis image stabilization allows sharp images hand-held even with slower shutter speeds. The a6600's new LCD swivels to face forward, making the camera excellent for self-portraits, vlogging, and other applications. The a6600 features a 24 megapixel sensor with 425 embedded phase-detect pixels for lightning-fast autofocus at up to 11 frames per second, and a more powerful battery to extend shooting life. With an electronic shutter that provides a silent shooting option, stunning 4K/UHD video capabilities, and new time-lapse photography features, the a6600/ILCE-6600 is a versatile digital camera that's simple to use, yet boasts features demanded by the most avid photo buff. With this book in hand, you will discover all the capabilities of the Sony Alpha a6600/ILCE-6600 as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken.

Filled with detailed how-to steps and full-color illustrations, *David Busch's Sony Alpha a6600/ILCE-6600 Guide to Digital Photography* describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to the a6600/ILCE-6600's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast pushing the limits of your imagination, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony Alpha a6600/ILCE-6600. *David Busch's Sony [Alpha] SLT-A65 Guide to Digital Photography* - David D. Busch 2013 This guide covers the features of Sony Alpha SLT-A65 in depth, from taking your first photos through advanced details of setup, exposure, lenses, lighting, and more, and relates each feature to specific photographic techniques and situations.

David Busch's Compact Field Guide for the Sony Alpha SLT-A77/A65 - David D. Busch 2012-04

Here it is--a compact, camera-bag-friendly field guide specially created to help you make the most of your Sony Alpha SLT-A77 or SLT-A65. No matter which of these Alpha SLT models you own, DAVID BUSCH'S

SONY ALPHA SLT-A77/A65 COMPACT FIELD GUIDE gives you the tools and techniques you'll need to achieve beautiful results when shooting with these popular and innovative cameras. In seven information-packed chapters, filled with helpful checklists, tables, and charts, this concise guide distills the fundamentals of working with the Alpha SLT-A77 and A65 digital cameras, walks you through the cameras' features and functions, and shows you how to shoot great photos under a variety of conditions. Full-color illustrations show what to expect from particular camera settings. From quick setup advice through tips on lighting, lenses, and more, DAVID BUSCH'S SONY ALPHA SLT-A77/A65 COMPACT FIELD GUIDE will help you get great results in the field every time.

The VueScan Bible - Sascha Steinhoff 2011

Provides information on the features of VueScan, covering such topics as setup, color management, resolution and scanning, file formats, and scanning workflows.

Sony NEX-6 - Jerod Foster 2013-02-28

Now that you've bought that amazing Sony NEX-6, you need a book that goes beyond a tour of the camera's features to show you exactly how to take great pictures. With *Sony NEX-6: From Snapshots to Great Shots*, you get the perfect blend of photography instruction and camera reference that will take your images to the next level. Beautifully illustrated with large, vibrant photos, this book teaches you how to take control of your photography to get the image you want every time you pick up the camera. Follow along with your friendly and knowledgeable guide, pro photographer Jerod Foster, and you will: Set up fast and learn the top ten things about shooting with the Sony NEX-6 Understand the photographic basics of composition, focus, and depth of field Learn all the best tricks and techniques for getting great action shots, landscapes, and portraits Find out how to create images in low light Use the HD video capability for recording memorable live action Fully grasp all the concepts and techniques as you go, with assignments at the end of every chapter And once you've captured the shot, show it off! Join the book's Flickr group, share your photos, and discuss how you use your camera at flickr.com/groups/sonynex6_fromsnapshotstogreatshots.

Nikon D780 For Dummies - Doug Sahlin 2020-07-03

Join the photographers who turn to the For Dummies series for useful guidance *Nikon D780 For Dummies* provides Nikon D780 users and owners with in-depth knowledge and practical advice about how to get great shots with their powerful camera. Written by professional photographer Doug Sahlin, this book gives quick and convenient answers to Nikon D780 users' most frequent and pressing questions. *Nikon D780 For Dummies* covers the topics you'll need to get started with your new D780 camera. The book includes clear guidance on topics like: · Exploring the Nikon D780 body · Getting to know the settings options · Seeing results from auto modes · Taking control of exposure · Looking into lens options · Using the flash effectively Written in the straightforward and pragmatic style known and loved by For Dummies readers around the world, *Nikon D780 For Dummies* is perfect for people just starting out with digital SLR photography as well as those who know their way around a camera.

Strategic Management and Business Policy - Thomas L. Wheelen 1998-01

This text provides the Strategic Management and Business Policy student with a presentation of traditional and new strategic management topics. These topics include: corporate governance, hypercompetition, competitive strategy, outsourcing, mass customization, technology, international issues, environmental trends and ethics.

Flow Cytometry and Cell Sorting - Andreas Radbruch 2013-03-14

The analysis and sorting of large numbers of cells with a fluorescence-activated cell sorter (FACS) was first achieved some 30 years ago. Since then, this technology has been rapidly developed and is used today in many laboratories. A Springer Lab Manual Review of the First Edition: "This is a most useful volume which will be a welcome addition for personal use and also for laboratories in a wide range of disciplines. Highly recommended." CYTOBIOS

The Complete Guide to Sony's A6000 Camera (B&W edition) - Gary L. Friedman 2014-07-08

Written for one of the best travel cameras ever made, this comprehensive yet easy-to-understand guide for the Sony Alpha 6000 is written for the advanced user (with tutorials and easy explanations in case you're not so advanced). In it we provide a thorough guide which explains each feature in plain English and provides hundreds of visual examples as well. There is no better way to learn about and get the most out of

your camera. Get the most out of your investment and enjoy learning more about it at the same time! A complete description, preview pages and a table of contents can all be found on the author's website.

The Complete Guide to Sony's Alpha 7r II (B&W Edition) - Gary L. Friedman 2016-06-27

Gary's Ebooks on the Sony cameras are renown for being the most thorough, detailed, and enjoyable to read. This latest edition goes into even more detail of the features everyone wants to know about: * All the focusing modes explained in an intuitive way * 4K shooting and choosing a bit rate for video * The new phase-detect AF (and where it's blind) * The most popular adapters for legacy glass * S-Log2 in a way that won't make your eyes glaze over * And lots more! (641 pages more, to be exact!) Electronic formats also available from the author's website.

Sony Alpha A6000 Camera Users Guide - Hector Brad 2020-06-12

The Sony ALPHA A6000 has a myriad of settings which is somehow confusing to understand, that was why this guide was put together with step by step guide for those that struggle and just want to get started with a basic understanding of these settings. In this book, I will be giving you detail information on how to set up your Sony A6000 Camera with ease, as well as how to make use of the cameras controls buttons. My main goal is to help beginner's photographers who are finding it difficult to do some basic camera settings including the tips and tricks that will help you get the best use of your camera. Whether you only need to learn the basics, or if you want to discover some advanced tips, of Sony A6000 Camera USER GUIDE is here to help. This book is the best user manual you need to guide you on how to use and optimally maximize your camera. This book has comprehensive tips & in-depth tutorials for First time user, seniors, and experts, and by the time you've finished reading this book, you'll be a pro. What are you still waiting for? Click the buy button now.

Mastering the Fujifilm X-E1 and X-Pro1 - Rico Pfirstinger 2013-10-04

Mastering the Fujifilm X-E1 and X-Pro1 provides a wealth of experienced-based information and insights for owners of Fuji's mirrorless X-E1 and X-Pro1 system cameras. Readers will learn about the features and capabilities of these cameras and will discover numerous tips and tricks for how to maximize their potential. The book also covers lenses and key accessories, as well as various post-processing options. With the X-E1 and X-Pro1, Fujifilm released two affordable mirrorless system cameras with APS-C sensors that rival modern full-frame cameras. The successful combination of high-end retro design and state-of-the-art digital camera technology, originally seen in the X100 viewfinder camera, has now been pushed even further. The systems offer a number of FUJINON interchangeable zoom and prime lenses, and several more have been announced. In a layout suitable to the cameras' attractive design, this manual presents imagery that attests to the fun you will have as you begin to push the envelope of your Fujifilm X-E1 or X-Pro1.

The Long Tail - Chris Anderson 2006-07-11

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

Digital SLR Cameras and Photography For Dummies® - David D. Busch 2009-07-30

The ideal guide for beginning DSLR camera users, with full-color examples of what you can achieve Make the most of your Canon, Nikon, Sony, Pentax, or Olympus digital SLR camera! This guide explains the different lenses, the many settings and how to use them, the results you can get from using different

controls, how to use lighting and exposure, and much more. If you haven't purchased your camera yet, you'll also find tips on choosing a camera and accessories. And you'll find out how to make your pictures even better with Photoshop. Updated for all the newest camera models Introduces you to all the features common to DSLR cameras Illustrated with more than 300 full-color photos and screen shots Shares tips on composition, lighting and exposure controls, and file formats Explains Adobe Photoshop and how to create fine prints from your photos Offers advice on improving your photos and where to find help If you're new to digital SLR photography, here's just what you need to have fun and success with your camera!

David Busch's Sony Alpha a7C Guide to Digital Photography - David D. Busch 2021-01-06

David Busch's Sony Alpha a7C Guide to Digital Photography is the most comprehensive resource and reference for Sony's ultra-compact 24-megapixel full frame mirrorless camera. The a7C packs large sensor image quality and low light performance into the world's smallest full-frame camera with in-body five-axis image stabilization. The perfect companion for travel photography under the most demanding conditions, it's also fast enough for 10 frames-per-second action photography bursts, and delivers the resolution the most demanding landscape or fine-art photographer require.

With fast, sensor-based 693-point phase detect autofocus (with real-time face and eye tracking), and 4K and full HD video capabilities, the a7C has all the tools needed to take incredible still images and capture compelling movies and video blogs. This book will show you how to master those features as you explore the world of digital photography and hone your creativity with your a7C.

Filled with detailed how-to steps and full-color illustrations, *David Busch's Sony Alpha a7C Guide to Digital Photography* covers every feature of this camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more, and relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap" chapter, an easy-to-use visual guide to the camera's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for each menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, as an advanced enthusiast exploring full frame photography for the first time, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony a7C.

David Busch's Sony Alpha a6400/ILCE-6400 Guide to Digital Photography - David D. Busch

David Busch's Sony Alpha a6400/ILCE-6400 Guide to Digital Photography is the most comprehensive reference and guide book available for Sony's advanced APS-C mirrorless camera. This enthusiast digital camera has a more powerful processor and upgraded autofocus with enhanced real-time tracking and advanced Eye AF. Its new LCD swivels to face forward, making the camera excellent for self-portraits, vlogging, and other applications. The a6400 features a 24 megapixel sensor with 425 embedded phase-detect pixels for lightning-fast autofocus at up to 11 frames per second. With an electronic shutter that provides a silent shooting option, stunning 4K/UHD video capabilities, and new time-lapse photography features, the a6400/ILCE-6400 is a versatile digital camera that's simple to use, yet boasts features demanded by the most avid photo buff. With this book in hand, you will discover all the capabilities of the Sony Alpha a6400/ILCE-6400 as you explore the world of digital photography, develop your creativity, and capture the best photographs you've ever taken. Filled with detailed how-to steps and full-color illustrations, *David Busch's Sony Alpha a6400/ILCE-6400 Guide to Digital Photography* describes every feature of this sophisticated camera in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more. It relates each feature to specific photographic techniques and situations. Also included is the handy camera "roadmap," an easy-to-use visual guide to the a6400/ILCE-6400's features and controls. Learn when to use every option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, taking pictures as an advanced enthusiast pushing the limits of your imagination, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony Alpha a6400/ILCE-6400.

David Busch's Sony Alpha SLT-A77 Guide to Digital Photography - David D. Busch 2012

DAVID BUSCH'S SONY ALPHA SLT-A77 GUIDE TO DIGITAL PHOTOGRAPHY is your best bet for getting the most out of your Alpha SLT-A77. The A77 is the first pro-level Sony camera to feature their successful "translucent mirror technology," which allows for simultaneous focusing and shooting; it also sports a 24MP sensor, 2.4MP electronic viewfinder, and a host of professional features. Now, with David Busch as your guide, all the unique powers of the Sony Alpha SLT-A77 will be at your command, so you'll always be in full creative control, whether you're shooting on the job, as an advanced hobbyist, or are just out for fun. With clear how-to steps and full-color illustrations, *DAVID BUSCH'S SONY ALPHA SLT-A77 GUIDE TO DIGITAL PHOTOGRAPHY* covers all the features of this remarkable camera in depth, from taking your first photos through advanced details of setup, exposure, lenses, lighting, and more, and relates each feature to specific photographic techniques and situations. Start building your knowledge, creativity, and confidence with the Alpha SLT-A77 today.

The Social Media Bible - Lon Safko 2009-04-27

The ultimate comprehensive social media reference book for any business looking to transform its marketing and operational strategies Realizing that social media is dramatically impacting businesses, customers, and everyone connected to them, the authors of *The Social Media Bible* have consulted with leading social media experts from companies and consulting firms, as well as New York Times bestselling authors nationwide, to assemble a content-rich social media bible that will help businesses increase revenues, improve profitability, and ensure relevance and competitiveness. The book outlines just what social media is, and how to harness its power to achieve a measurable competitive advantage in rapidly changing markets. It allows readers to build a functional knowledge base, and tap into the collaborative power of such social media applications as Facebook, Linked In, Twitter, MySpace, Flickr, and YouTube. The book is part reference, part how-to manual, and part business strategy. For corporate enterprises, small businesses, and nonprofits alike, the strategies in *The Social Media Bible* are practical, powerful, and effective ways to connect with customers, prospects, employees, stakeholders, and collaborators. Packed with contributions from top names in the field covering virtually every major topic in social media, this is the perfect social media resource for businesses big and small. Lon Safko (Gilbert, AZ) is an innovator and professional speaker with over 20 years of experience in entrepreneurship, marketing, sales, strategic partnering, speaking, training, writing, and e-commerce. He is the founder of eight successful companies, including Paper Models, Inc. David K. Brake (Mesa, AZ) is the CEO and founder of Content Connections, a company that uses social networking strategies to help clients build economically viable relationships around their content.

David Busch's Sony Alpha a77 II/ILCA-77M2 Guide to Digital Photography - David Busch 2015-09-15

David Busch's Sony a77 II Guide to Digital Photography is your all-in-one comprehensive Filled with detailed how-to steps and full-color illustrations, this is your all-in-one comprehensive resource for the Sony a77 III, written by best-selling author David Busch!resource and reference for the Sony a77 II camera. This advanced Sony model features a new autofocus sensor with an industry-leading 79 AF points, and lightning fast tracking. It can capture 24-megapixel images at a blazing fast 12 fps or shoot 1080p high-definition movies with stereo sound. With this book in hand, you will explore the world of digital photography, develop your creativity, and take great photographs with your a77 II. Filled with detailed how-to steps and full-color illustrations, *David Busch's Sony a77 II Guide to Digital Photography* covers all the camera's features in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more, and relates each feature to specific photographic techniques and situations. Also included is the handy a77 II "roadmap," an easy-to-use visual guide to the camera's features and controls. Learn when to use each option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, as an advanced enthusiast, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Sony a77 II today.

Diagnosing and Changing Organizational Culture - Kim S. Cameron 2011-01-07

Diagnosing and Changing Organizational Culture provides a framework, a sense-making tool, a set of systematic steps, and a methodology for helping managers and their organizations carefully analyze and

alter their fundamental culture. Authors, Cameron and Quinn focus on the methods and mechanisms that are available to help managers and change agents transform the most fundamental elements of their organizations. The authors also provide instruments to help individuals guide the change process at the most basic level—culture. *Diagnosing and Changing Organizational Culture* offers a systematic strategy for internal or external change agents to facilitate foundational change that in turn makes it possible to support and supplement other kinds of change initiatives.

Sony Alpha SLT-A35 / A55 For Dummies - Robert Correll 2012-01-25

A practical, step-by-step guide to Sony's most popular new dSLRs Sony's new a35 and a55 camera models offer a full range of dSLR features, including pre-sets and auto modes for beginners as well as full manual control over exposure and a unique translucent mirror option. This friendly For Dummies guide gets new

dSLR users up to speed and helps more experienced photographers take full advantage of the many options these cameras offer. It covers all the basic camera controls and explains how to set up shooting modes, shoot video, master exposure and focus, edit images, and more. Sony's a35 and a55 models offer a full range of dSLR features and a translucent mirror option, this guide helps new and experienced photographers take full advantage of them all Covers setting up the camera, using all the basic and advanced controls, using auto mode, and shooting video Explores controls that handle exposure, flash, focus, and color, and how to make these elements work to create a great photo Explains image playback, review, and basic editing Sony a35/a55 For Dummies gets you up and running with your new Sony dSLR quickly and helps you make the most of everything it has to offer.