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**KEY=BRAVIA - JACOB YAMILET**

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**THE SCREEN MEDIA READER**

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**CULTURE, THEORY, PRACTICE**

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**Bloomsbury Publishing USA** Offers key historical and interpretative texts on the development and role of "the screen" in communications and the social sphere.

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**21ST CENTURY MANAGEMENT: A REFERENCE HANDBOOK**

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**SAGE** Ordered as part of a set on ID 7574134.

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**DAVID BUSCH'S SONY ALPHA A6000/ILCE-6000 GUIDE TO DIGITAL PHOTOGRAPHY**

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**Rocky Nook, Inc.**

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**THE FRIEDMAN ARCHIVES GUIDE TO SONY'S RX100 VI AND RX100 VA**

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**Lulu Press, Inc** Gary Friedman has earned a reputation for clear explanations and a ridiculous attention to detail. And his book on the RX100 VI and RX100 VA doesn't disappoint! Every feature (even all the hidden features!) explained in plain English. Secrets to getting "Wow!" shots and even a bonus field guide you can download to your phone for ready reference!

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**A QUICK START GUIDE TO SOCIAL MEDIA MARKETING**

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**HIGH IMPACT LOW-COST MARKETING THAT WORKS**

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**Kogan Page Publishers** Fragmented markets, hyper-competition and over-supply means companies must add customer value. Using social networks as a key marketing tool can lead to improved customer satisfaction, better professional relationships and increased effectiveness. A Quick Start Guide to Social Media Marketing applies relevant marketing theory to the fast changing world of social networking. Written by experienced professionals, it covers all aspects of social media marketing, including the benefits of social media marketing, how to apply advertising, PR and sales promotion, ethical behaviour, how to add value for customers, how to use social networking sites to acquire, retain and satisfy customers and crucially, the future of social media marketing. For anybody who wants to learn about high-impact, low-cost social network marketing that works, this Quick Start Guide provides an understanding of the key concepts and principles as well as insights into how theories and tools work in actual business scenarios.

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**SONY LCD DIGITAL COLOR TV**

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**OPERATING INSTRUCTIONS, KDL-32XBR6 ... BRAVIA**

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**PHOTOGRAPHER'S GUIDE TO THE SONY A7C**

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**GETTING THE MOST FROM SONY'S COMPACT FULL-FRAME CAMERA**

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**White Knight Press** Photographer's Guide to the Sony a7C is a full-color, fully illustrated guide book covering all features and operations of the a7C mirrorless, compact, full-frame interchangeable-lens digital camera. With this book, author Alexander S. White provides users of the a7C 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 a7C, 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 a7C's ability to use its touch screen for focusing and enlarging images in some situations, its upgraded autofocus system, which includes real-time tracking autofocus as well as 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 400 color photographs that illustrate the camera's controls, display screens, and menus. The images include photographs taken using the a7C's various shooting modes 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 astrophotography, 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 a7C, 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 a7C, including lenses, 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 a7C includes a detailed index, so the reader can quickly locate information about any particular feature or aspect of the camera.

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**MAGIC LANTERN GUIDES: SONY A500/A550**

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**Sterling Publishing Company, Inc.** - Offers a tiltable 3-inch LCD that displays fastest possible autofocus in Live View mode due to phase detection AF system: a Sony exclusive! - Peter K. Burian is a stock photographer who is represented by three agencies and has written more than a dozen Magic Lantern Guides

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## DAVID BUSCH'S SONY ALPHA A7R II/A7 II GUIDE TO DIGITAL PHOTOGRAPHY

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**Rocky Nook, Inc.**

## DAVID BUSCH'S SONY ALPHA A6100/ILCE-6100 GUIDE TO DIGITAL PHOTOGRAPHY

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**Rocky Nook, Inc.** David Busch's Sony Alpha a6100/ILCE-6100 Guide to Digital Photography is your essential handbook for learning all the powerful – but easy to use -- features of Sony's most advanced entry-level APS-C mirrorless camera. Its new LCD swivels to face forward, making the camera excellent for self-portraits, vlogging, and other applications. The a6100 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 a6100/ILCE-6100 is a versatile digital camera that has simple operation yet boasts all the features you need to take great photos. With this book in hand, you will discover all the capabilities of the Sony Alpha a6100/ILCE-6100 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 a6100/ILCE-6100 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 a6100/ILCE-6100'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 a6100/ILCE-6100.

## THE COMPLETE GUIDE TO SONY'S A7 III (B&W EDITION)

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**Lulu.com** Gary Friedman has earned a reputation for clear explanations and a ridiculous attention to detail. And his 700+ page, instantly-downloadable, full-color ebook on the A7 III doesn't disappoint!

## THE FRIEDMAN ARCHIVES GUIDE TO SONY'S A7R III (B&W EDITION)

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**Lulu.com** Gary Friedman has earned a reputation for clear explanations and a ridiculous attention to detail. And his 700+ page, instantly-downloadable, full-color ebook on the A7R III doesn't disappoint!

## DAVID BUSCH'S SONY ALPHA A6400/ILCE-6400 GUIDE TO DIGITAL PHOTOGRAPHY

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**Rocky Nook, Inc.** 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.

## SONY ALPHA DSLR-A700 DIGITAL FIELD GUIDE

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**John Wiley & Sons** The Sony Alpha DSLR-A700 Digital Field Guide is filled with everything you need to know in order to take amazing photographs using your Sony Alpha A700 digital SLR camera. This full-color portable guide walks you through the essential controls, features, and functions of the A700 using step-by-step instructions and full-color images of each menu screen. This robust guide not only shows you how to adjust white balance, autofocus, exposure, and choose lenses, it also teaches you when and why you should adjust each of these key settings. The Sony Alpha DSLR-A700 Digital Field Guide goes beyond camera settings to offer you a refresher guide to the principles of digital photography, covering the essentials of lighting, composition, and exposure. Filled with amazing examples, this book also presents a variety of tips and tricks to capturing portraits, candid, sports, travel, macro photography, and much more.

## PHOTOGRAPHER'S GUIDE TO THE SONY DSC-HX80 AND HX90V

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## GETTING THE MOST FROM SONY'S POCKETABLE SUPERZOOM CAMERAS

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**White Knight Press** This book is a complete guide to the Sony Cyber-shot DSC-HX80 and HX90V cameras, two highly versatile, and pocketable, superzoom models, which offer a 30x optical zoom range from 24mm to 720mm. With this book, author Alexander White provides users of these two very similar models with a manual covering all aspects of the cameras' operation. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to take still images and record video with the HX80 and HX90V, and explains when and why to use the cameras' many features. The book provides details about the cameras' automatic and advanced shooting modes as well as their menu options for shooting, playback, setup, and using Wi-Fi connections with in-camera apps. The book has more than 400 color photographs that illustrate the cameras' controls, display screens, and menus. The images also provide examples of photographs taken using the cameras' Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, and action shots; and the Creative Style and Picture Effect menu options, with settings that alter the appearance of images. The book also provides introductions to topics such as street photography, macro photography, and getting the most benefit from the superzoom lens. The book includes a full discussion of the video features of the HX80 and HX90V, which can shoot HD movies, and which offer manual control of exposure during movie recording. In three appendices, the book discusses accessories for both models, including cases, power sources, and remote controls, 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 cameras' features in the most efficient ways possible.

## THE COMPLETE IDIOT'S GUIDE TO SEARCH ENGINE OPTIMIZATION

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**Penguin** Provides a comprehensive, easy-to-follow summary of how search engines work, along with helpful techniques for fundamental Web site optimization, including techniques of analysis and ongoing maintenance, search engine marketing tools, and more. Original.

## THE COMPLETE GUIDE TO SONY'S RX-100 IV AND RX-10 II (B&W EDITION)

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**Lulu.com** Love your new 20 megapixel wonder, but having a hard time understanding (and configuring!) all those features? Written for the advanced user (with tutorials and easy explanations in case you are not so advanced), this easy-to-understand yet thorough guide provides a complete instruction manual which explains each feature in plain English and provides hundreds of visual examples as well. In this 613-page, book you'll learn: \* What every mode, button and function does - in plain, easy-to-understand language. \* My personal camera configuration \* Unique features of the RX-10 II, including the unusually high Flash Sync Speed \* How to decypher the alphabet soup that are the video standards; \* NFC, Wi-Fi, and step-by-step instructions on using them. \* Which of the new downloadable ""apps"" are actually useful. \* A tutorial to get the benefits of shooting RAW, and a condensed guide to the basics. \* A set of ""Cliffs Notes"" TIP cards Downloadable versions also available at the author's website.

## DAVID BUSCH'S SONY ALPHA A7R IV GUIDE TO DIGITAL PHOTOGRAPHY

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**Rocky Nook, Inc.** David Busch's Sony Alpha a7R IV Guide to Digital Photography is the most comprehensive resource and reference for Sony's innovative 61-megapixel full frame mirrorless camera. Capable of 10 frame-per-second bursts even at full resolution, the a7R IV is fast enough for action

photography, and its 15-stop enhanced dynamic range delivers the image quality that the most demanding landscape or fine-art photographer requires. This camera's remarkable low-light performance, fast sensor-based 567-point phase detect autofocus (with real-time face and eye tracking in both still and movie modes), and improved 5-axis in-body image stabilization, the a7R IV has all the tools needed to take incredible images. This book will show you how to master those features as you explore the world of digital photography and hone your creativity with your a7R IV. Filled with detailed how-to steps and full-color illustrations, *David Busch's Sony Alpha a7R IV 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 a7R IV.

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## DAVID BUSCH'S SONY ALPHA A68/ILCA-68 GUIDE TO DIGITAL PHOTOGRAPHY

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Rocky Nook, Inc.

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### PHOTOGRAPHER'S GUIDE TO THE SONY DSC-RX100 VII

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#### GETTING THE MOST FROM SONY'S ADVANCED COMPACT CAMERA

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**White Knight Press** This book is a complete manual for users of the Sony Cyber-shot DSC-RX100 VII camera, one of the most advanced, but still pocketable, cameras available. With this book, author Alexander White provides users of the RX100 VII with a guide to all aspects of the camera's operation, including its many advanced settings for autofocus and exposure control. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to take still images and record video with the RX100 VII, and explains when and why to use the camera's many features. The book provides details about the camera's automatic and advanced shooting modes, including continuous shooting at rates as fast as 20 frames per second, with short bursts as fast as 90 frames per second, as well as its numerous menu options for shooting, playback, and setup. The book includes information about using Wi-Fi and Bluetooth connections for image transfer, remote control, and adding location information to images. The book has more than 500 color photographs or illustrations that help explain the camera's menus, shooting screens, and features. These images include examples of photographs taken using the RX100 VII's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, low-light, and action shots; and the Creative Style and Picture Effect menu options, with settings that alter the appearance of images. The book also provides introductions to topics such as street photography, astrophotography, and digiscoping, with photographic examples. The book includes a full discussion of the video features of the RX100 VII, which can shoot HD and 4K (ultra-HD) movies, and which offers manual control of exposure and focus during movie recording. The book explains the camera's numerous features that are useful for professional-level videography, including Picture Profiles that allow adjustment of settings such as gamma curve, black level, knee, and detail. The book provides detailed information about 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 RX100 VII, including cases, power sources, grips, remote controls, and filter adapters, 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 RX100 VII includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

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### PHOTOGRAPHER'S GUIDE TO THE SONY RX10 III

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#### GETTING THE MOST FROM SONY'S ADVANCED DIGITAL CAMERA

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**White Knight Press** This book is a complete guide to using the Sony Cyber-shot DSC-RX10 III camera. With this book, author Alexander White provides users of the RX10 III 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 RX10 III, 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, and special effects. The book covers all features of the RX10 III that are new for this model, including its high-quality zoom lens with a reach of 600mm; its Zoom Assist feature, which lets a photographer instantly pull back the zoom lens for a wide view before zooming back to a telephoto shot; and its additional controls, including a Focus Hold button on the side of the lens and a third Custom button, which is available for programming by the user. The book includes more than 450 color photographs that illustrate the camera's controls, display screens, and menus. The images include examples of photographs taken using the RX10 III'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 for altering the appearance of images. The book also provides introductions to topics such as street photography and infrared photography, and includes details on using the camera's Wi-Fi features for transferring images to a smartphone or tablet, or controlling the camera from such a device. The book includes a full discussion of the video features of the RX10 III, which can shoot HD and 4K (ultra-HD) movies, with manual control of exposure and focus during movie 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 the 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 RX10 III, 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 RX10 III includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

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## DAVID BUSCH'S SONY ALPHA A7C GUIDE TO DIGITAL PHOTOGRAPHY

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**Rocky Nook, Inc.** *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.

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## DAVID BUSCH'S SONY ALPHA A6600/ILCE-6600 GUIDE TO DIGITAL PHOTOGRAPHY

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**Rocky Nook, Inc.** *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.

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## PHOTOGRAPHER'S GUIDE TO THE SONY DSC-RX100 IV

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### GETTING THE MOST FROM SONY'S POCKETABLE DIGITAL CAMERA

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**White Knight Press** This book is a complete guide to using the Sony Cyber-shot DSC-RX100 IV camera, one of the most advanced, but still pocketable, cameras available. With this book, author Alexander White provides users of the RX100 IV 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 RX100 IV, 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, and special effects. The book covers all of the features of the RX100 IV that are new for this model, including its electronic shutter, faster continuous shooting, 4K video recording, and ability to shoot video at up to 960 frames per second for super slow-motion playback. The book includes more than 450 color photographs that illustrate the camera's controls, display screens, and menus. The images also provide examples of photographs taken using the RX100 IV's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, and action shots; and the Creative Style and Picture Effect menu options, with settings for altering the appearance of images. The book also provides introductions to topics such as street photography, astrophotography, and digiscoping. The book includes a full discussion of the video features of the RX100 IV, which can shoot HD and 4K (ultra-HD) movies, and which offers manual control of exposure and focus during movie recording. The book also explains the camera's numerous features that are oriented for professional-level videography, including Picture Profiles that allow adjustment of settings such as gamma curve, black level, knee, and detail. The book provides detailed information about 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 RX100 IV, including cases, power sources, grips, and filter adapters, 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 RX100 IV includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

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## PHOTOGRAPHER'S GUIDE TO THE SONY DSC-RX10 II

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### GETTING THE MOST FROM SONY'S ADVANCED DIGITAL CAMERA

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**White Knight Press** This book is a complete guide to using the Sony Cyber-shot DSC-RX10 II camera, one of the most advanced compact cameras available. With this book, author Alexander White provides users of the RX10 II 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 RX10 II, 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, and special effects. The book covers all of the features of the RX10 II that are new for this model, including its electronic shutter, faster continuous shooting, 4K video recording, and ability to shoot video at up to 960 frames per second for super slow-motion playback. The book includes more than 450 color photographs that illustrate the camera's controls, display screens, and menus. The images also provide examples of photographs taken using the RX10 II's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, and action shots; and the Creative Style and Picture Effect menu options, with settings for altering the appearance of images. The book also provides introductions to topics such as street photography, astrophotography, and digiscoping. The book includes a full discussion of the video features of the RX10 II, which can shoot HD and 4K (ultra-HD) movies, with manual control of exposure and focus during movie recording. The book also 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 provides detailed information about 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 RX10 II, including cases, power sources, remote controls, 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 RX10 II includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

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## PHOTOGRAPHER'S GUIDE TO THE SONY DSC-RX10 IV

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### GETTING THE MOST FROM SONY'S ADVANCED DIGITAL CAMERA

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**White Knight Press** This book is a complete guide to the Sony Cyber-shot DSC-RX10 IV camera. With this book, author Alexander S. White provides users of the RX10 IV 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 RX10 IV, 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, and special effects. The book covers all features of the RX10 IV that are new for this model, including its enhanced focusing system with phase detection autofocus; its ability to use a touch screen for focusing and enlarging images in some situations; and a variety of new or enhanced menu options. The book includes more than 500 color photographs that illustrate the camera's controls, display screens, and menus. The images include photographs taken using the RX10 IV'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 RX10 IV, 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 RX10 IV, 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 RX10 IV includes a detailed index, so the reader can quickly locate information about any particular feature or aspect of the camera.

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## PHOTOGRAPHER'S GUIDE TO THE SONY DSC-RX100 VI

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### GETTING THE MOST FROM SONY'S ADVANCED COMPACT CAMERA

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**White Knight Press** This book is a complete manual on the Sony Cyber-shot DSC-RX100 VI camera, one of the most advanced, but still pocketable, cameras available. With this book, author Alexander White provides users of the RX100 VI with a guide to all aspects of the camera's operation. Using a tutorial-like approach, the book shows beginning and intermediate photographers how to take still images and record video with the RX100 VI, and explains when and why to use the camera's many features. The book provides details about the camera's automatic and advanced shooting modes, including burst shooting at rates as fast as 24 frames per second, as well as its numerous menu options for shooting, playback, and setup. The book includes information about using Wi-Fi and Bluetooth connections for image transfer, remote control, and adding location information to images. The book has more than 500 color photographs or illustrations that help explain the camera's menus, shooting screens, and features. These images include examples of photographs taken using the RX100 VI's Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, low-light, and action shots; and the Creative Style and Picture Effect menu options, with settings that alter the appearance of images. The book also provides introductions to topics such as street photography, astrophotography, and digiscoping, with photographic examples. The book includes a full discussion of the video features of the RX100 VI, which can shoot HD and 4K (ultra-HD) movies, and which offers manual control of exposure and focus during movie recording. The book explains the camera's numerous features that are useful for professional-level videography, including Picture Profiles that allow adjustment of settings such as gamma curve, black level, knee, and detail. The book provides detailed information about 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 RX100 VI, including cases, power sources, grips, remote controls, and filter adapters, 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 RX100 VI includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

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## PHOTOGRAPHER'S GUIDE TO THE SONY DSC-RX100 V

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### GETTING THE MOST FROM SONY'S POCKETABLE DIGITAL CAMERA

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**White Knight Press** Guide book for Sony DSC-RX100 V camera

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## DRAFTING TECHNOLOGY PATENT LICENSE AGREEMENTS

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**Wolters Kluwer** In todayand’s fast-paced and ultra-competitive high-tech environment, an effectively managed patent licensing program is a must. The Second Editio n of Drafting Technology Patent License Agreements shows you how to achieve one. This valuable resource covers all of the legal and business transactional issues you are likely to encounter during the drafting and negotiation of patent licensing agreements. It guides you step-by-step through the unique aspects of the implementation of a patent licensing program for computers, electronics, telecommunications, and other industries, and it clarifies the issues involved in the enforcement and litigation of these patents. Youand’ll find incisive legal analysis on complex issues including: How to implement an aggressive and well-managed patent licensing program How to evaluate a patent or portfolio for licensing How to identify industry segments and select potential licensees How to discuss terms with industry targets How to formulate an effective licensing strategy How to use databases effectively in patent practice How to organize a licensing team How to file a patent infringement lawsuit And many more critical issues like these. Included with this key resource are 40 time-saving forms on the bonus CD-ROM: Forms for establishing a new technology company using patented technology Confidentiality agreements (for a third-party vendor, third party evaluation, or consultant) A projected royalty stream analysis A semiconductor technology cross-licensing agreement Software technology license agreements Model licensing and patent agreements for the telecommunications industry And many more!

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## THE APPLE TV POCKET GUIDE

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**Peachpit Press** Here is your essential companion to the Apple TV set-top box. The Apple TV Pocket Guide steers you through how to Connect your Apple TV to your television and home network. Rent and buy movies—including HD movies—using Apple TV. Stream content from a friend's computer to your TV. View high-definition content on your HDTV using the Apple TV. Watch movies and TV shows, view photos, and listen to songs and podcasts. Create high-quality movies from DVDs you own to play on the Apple TV. Convert your own home movies for showing on the big screen. Watch YouTube videos. View photos from iPhoto, Flickr, and .Mac Web Galleries. Fix common problems and learn what to do if you can't fix them yourself.

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## THE COMPLETE GUIDE TO SONY'S ALPHA 7R II (B&W EDITION)

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**Lulu.com** 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.

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## PHOTOGRAPHER'S GUIDE TO THE SONY RX1R II

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### GETTING THE MOST FROM SONY'S FULL-FRAME COMPACT CAMERA

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**White Knight Press** This book is a complete guide to using the Sony Cyber-shot DSC-RX1R II camera. With this book, author Alexander White provides users of the RX1R II 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 this premium full-frame camera, 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, and special effects. The book covers all of the features of the RX1R II, including its variable low pass filter, fast autofocus system, HD video recording, and features for continuous shooting. The book includes more than 450 color photographs that illustrate the camera’s controls, display screens, and menus. The images provide examples of photographs taken using the RX1R II’s Scene mode, with settings optimized for subjects such as landscapes, sunsets, portraits, and action shots; and the Creative Style and Picture Effect menu options, with settings for altering the appearance of images. The book also provides introductions to topics such as street photography, astrophotography, and digiscoping. It includes a full discussion of the video features of the RX1R II, which can shoot HD movies with manual control of exposure and focus during movie recording. In three appendices, the book discusses accessories for the RX1R II, including cases, power sources, remote controls, 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 RX1R II includes a detailed index, so the reader can quickly find needed information about any particular feature or aspect of the camera.

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## PC MAG

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PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

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## THE FRIEDMAN ARCHIVES GUIDE TO SONY'S ALPHA 6400 (B&W EDITION)

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**Lulu.com** New! Updated to cover new features in Firmware v2! Gary Friedman's ebooks for Sony cameras are known for their thoroughness and their readability, helping you cut through the complexities of your new digital camera and help you focus (pun intended) on how to get shots that make people say, ""Wow!"" This latest book on Sony A6400 covers every function and every detail, and explains practical uses for every setting. Get the most out of your camera!

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## PHOTOGRAPHER'S GUIDE TO THE SONY DSC-RX100 II

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### GETTING THE MOST FROM SONY'S POCKETABLE DIGITAL CAMERA

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**White Knight Press** With the release of the DSC-RX100 II camera, Sony has built upon the success of the earlier RX100 model, adding a hot shoe, tilting LCD screen, Wi-Fi capability, upgraded digital sensor, and several other enhancements. White Knight Press, which published a widely praised guide to the RX100, has released this new guide book that addresses all of the new features of the RX100 II and includes a full discussion of the many advanced features that are common to both camera models. With the publication of Photographer’s Guide to the Sony DSC-RX100 II, author Alexander White provides users of the RX100 II with a guide to all operations, features, menus, and controls of the camera. Using a patient, tutorial-like approach, the book shows beginning and intermediate photographers not only how to accomplish things with the RX100 II, but when and why to use the camera’s many features. The book does not assume specialized knowledge by the reader as it explains topics such as autofocus, manual focus, depth of field, aperture priority, shutter priority, exposure compensation, white balance, and ISO sensitivity. The book provides full details of the camera’s numerous shooting modes as well as its many menu options for shooting, playback, setup, and special effects. The book includes full coverage of the new features of the RX100 II, including the use of the camera’s built-in capability to transfer images and videos over a wireless network and to allow the camera to be controlled remotely by a smartphone or tablet. The book includes approximately 400 photographs, most in full color, which illustrate the camera’s controls, shooting screens, and menus. The images also provide examples of the types of photographs that can be taken using the many creative settings of the camera, including the Photo Creativity settings, which let the photographer alter the color processing of images; the Scene shooting mode, with settings that are optimized for various subjects, including landscapes, portraits, and action shots; the Creative Style and Picture Effect menu options, which offer dramatic options for altering the appearance of images; and the camera’s strong array of features for continuous shooting and shooting in dim lighting. In addition, the book goes beyond the bounds of everyday photography, and provides introductions to more advanced topics such as infrared photography, street photography, astrophotography, digiscoping, and macro photography. The book also includes a full discussion of the video recording abilities of the RX100 II, which can shoot high-definition (HD) video with stereo sound, and which offers manual control of exposure and focus during movie recording. In three appendices, the book provides information about accessories available for the RX100 II, including cases, external flash units, viewfinders, and filter adapters, and includes a list of web sites and other resources for further information. Also, the book includes a detailed appendix with helpful “quick tips” that give particular insights into how to take advantage of the camera’s features in the most efficient ways possible.

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## DAVID BUSCH'S SONY ALPHA A7 III GUIDE TO DIGITAL PHOTOGRAPHY

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**Rocky Nook, Inc.** 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}

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## **PHOTOGRAPHER'S GUIDE TO THE SONY A6400**

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### **GETTING THE MOST FROM SONY'S ADVANCED MIRRORLESS CAMERA**

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**White Knight Press** 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.

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### **THE FRIEDMAN ARCHIVES GUIDE TO SONY'S A99 II**

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**Lulu Press, Inc** 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. In this 619-page (!) full-color book you'll learn: \* The new exposure modes \* The Hybrid AF system and what it means to you \* All the different focusing modes explained in an intuitive way \* 4K shooting and choosing a bit rate for video \* S-Log2 in a way that a non-videographer can understand \* My personal camera configuration \* How to know which video mode is right for you \* NFC, Wi-Fi, and step-by-step instructions on using them \* A set of "Cliffs Notes" cards you can print showing the recipes for common shooting situations, and Gary's Personal Camera Settings Get the most out of your investment, cut through the clutter and optimize your camera to match the way YOU work best!

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### **1950S AMERICAN STYLE: A REFERENCE GUIDE (SOFT COVER)**

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**Lulu.com** Facets of the Fifties. A reference guide to an iconic Decade of Movie Palaces, Television, Classic Cars, Sports, Department Stores, Trains, Music, Food, Fashion and more

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### **FODOR'S THE COMPLETE GUIDE TO AFRICAN SAFARIS**

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#### **WITH SOUTH AFRICA, KENYA, TANZANIA, BOTSWANA, NAMIBIA, RWANDA & THE SEYCHELLES**

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**Fodor's Travel** Written by locals, Fodor's travel guides have been offering expert advice for all tastes and budgets for 80 years. Fodor's correspondents highlight the best of Africa, including Kenya's Masai Mara, South Africa's Kruger National Park, and Botswana's Kwando Reserve. Our local experts vet every recommendation to ensure you make the most of your time, whether it's your first safari or your fifth. This travel guide includes: · Dozens of full-color maps · Hundreds of hotel and restaurant recommendations, with Fodor's Choice designating our top picks · Coverage of Kenya, Tanzania, South Africa, Rwanda, Uganda, Botswana, Namibia, Victoria Falls, and The Seychelles Planning to focus on South Africa? Check out Fodor's travel guide to South Africa.