



The DAM Book: Digital Asset Management for Photographers

Peter Krogh

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One of the main concerns for digital photographers today is asset management: how to file, find, protect, and re-use their photos. The best solutions can be found in *The DAM Book*, our bestselling guide to managing digital images efficiently and effectively.

Anyone who shoots, scans, or stores digital photographs is practicing digital asset management (DAM), but few people do it in a way that makes sense. In this second edition, photographer Peter Krogh -- the leading expert on DAM -- provides new tools and techniques to help professionals, amateurs, and students:

- Understand the image file lifecycle: from shooting to editing, output, and permanent storage
- Learn new ways to use metadata and key words to track photo files
- Create a digital archive and name files clearly
- Determine a strategy for backing up and validating image data
- Learn a catalog workflow strategy, using Adobe Bridge, Camera Raw, Adobe Lightroom, Microsoft Expression Media, and Photoshop CS4 together
- Migrate images from one file format to another, from one storage medium to another, and from film to digital
- Learn how to copyright images

To identify and protect your images in the marketplace, having a solid asset management system is essential. *The DAM Book* offers the best approach.

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