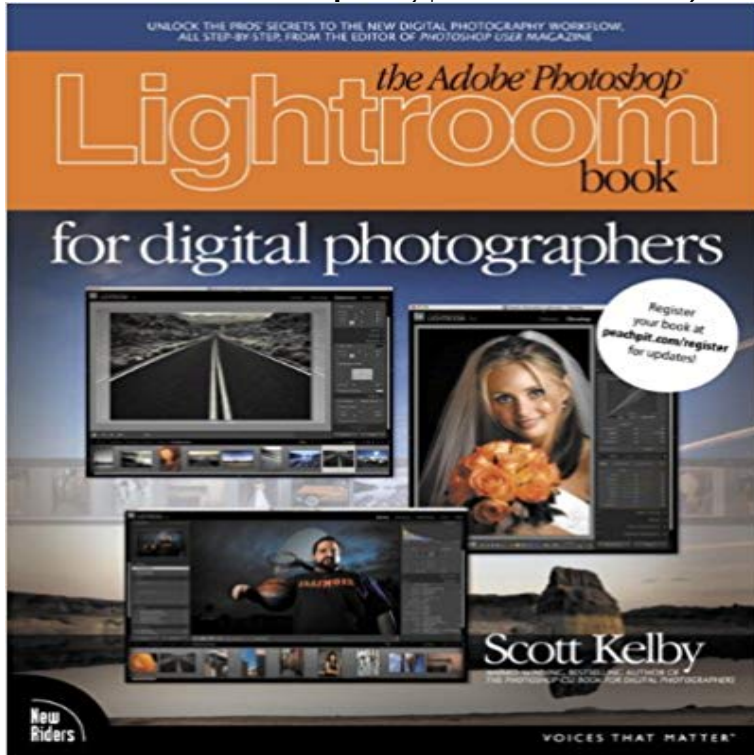


The Adobe Photoshop Lightroom Book for Digital Photographers (The Adobe Photoshop Lightroom CC 1)



Free Lightroom 1.1 update available. Simply visit peachpit.com/register to gain instant access. Scott Kelby, author of the worlds #1 bestselling Photoshop book, The Photoshop Book for Digital Photographers, brings his same award-winning, step-by-step, plain-English style, look and feel to The Lightroom Book for Digital Photographers. This groundbreaking new book doesnt just show you which sliders do what (every Lightroom book does that). This book takes you beyond that to reveal the secrets of the new digital photography workflow, and he does it using three simple, yet brilliant techniques that make this just an incredible learning tool: #1) Throughout the book Scott shares his own personal settings and studio tested techniques hes developed using Lightroom for his own photography workflow since well before Adobe released even the first Beta version. He knows what really works, what doesnt, and he tells you flat out which tools to use, which to avoid, and why. #2) The entire book is laid out in a real workflow order with everything step-by-step, so you can jump right in using Lightroom like a pro from the very start and sidestep a lot of productivity killing road blocks and time-wasting frustrations that might have tripped you up along the way. #3) But what really sets this book apart from the rest, are the last two bonus chapters. This is where Scott visually answers his #1 most-asked Lightroom question, which is: Exactly what order am I supposed to do things in, and where does Photoshop fit in? Scott teaches this in a manner weve never seen before in any book, by really showing every step of the entire process, from the initial shoot to the final prints. Both chapters start with an on-location photo shoot, including full details on the equipment, camera settings, and even the lighting techniques. Youll see it all as he takes the photos from each shoot (with you

following right along using the very same images) all the way through the entire workflow process, to the final output of the 16x20 prints for the client. Plus, because he incorporates Adobe Photoshop seamlessly right into this workflow, you'll also learn some of his latest Photoshop techniques for portrait and landscape photography, which takes this book to a whole new level. It's the first, and only book to bring the whole process together in such a clear, concise, and visual way. Best of all, it's taught in Scott's trademark plain-English style that has won him legions of Photoshop fans around the world, and made him the #1 bestselling author of all computer books across all Computing and Internet categories since 2004. If you're one of those people who learns best by actually doing the projects yourself; who learns best without all the complicated technical explanations and confusing jargon, and if you really want to start using Lightroom today to unlock the productivity secrets of the new digital photography workflow,---there is no faster, more straight-to-the-point or more fun way to learn than this groundbreaking new book, and you are absolutely going to love it!

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