



David Busch's Sony Alpha a68/ILCA-68 Guide to Digital Photography

By David D. Busch

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

David Busch's Sony Alpha a68/ILCA-68 Guide to Digital Photography is your best resource and reference for Sony's new entry/mid-level single lens translucent (SLT) digital camera. It features Sony's new "4D Focus" system that delivers pin-point predictive focus accuracy through 79 AF points – even when capturing action with continuous shooting at up to 8 frames per second. With in-body image stabilization to provide sharper images when shooting with telephoto lenses and slower shutter speeds, the a68/ILCA-68 has excellent low-light performance at up to ISO 25,600, and it can shoot full HD movies. With this book in hand, you will quickly master this camera's exciting features as you explore the world of digital photography, improve your skills, develop your creativity, and take great photographs with your a68/ILCA-68. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a68/ILCA-68 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 a 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 or for fun, or you're an advanced enthusiast exploring full HD movie making for the first time. Start building your knowledge and confidence, while bringing your vision to light with the Sony a68/ILCA-68.

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Editorial Review

About the Author

With more than two million books in print, **David D. Busch** is the world's #1 best-selling camera guide author, with more than 100 guidebooks for Nikon, Canon, Sony, Olympus, Pentax, and Panasonic cameras, and many popular books devoted to digital photography and imaging techniques. His best-sellers include *Digital SLR Cameras and Photography for Dummies*, which has sold more than 300,000 copies in five editions, and *Mastering Digital SLR Photography*, now in its Fourth Edition.

The graduate of Kent State University is a former newspaper reporter/photographer, and operated his own commercial photo studio, shooting sports, weddings, portraits, fashion, architecture, product photography, and travel images. For 22 years he was a principal in CCS/PR, Inc., one of the largest public relations/marketing firms based in San Diego, working on press conferences, press kits, media tours, and sponsored photo trade magazine articles for Eastman Kodak Company and other imaging companies. His 2500 articles and accompanying photos have appeared inside and on the covers of hundreds of magazines, including *Popular Photography*, *Rangefinder*, and *Professional Photographer*.

For the last decade, Busch has devoted much of his time to sharing his photographic expertise, both in publications, and in seminar/workshops he hosts at the Cleveland Photographic Society School of Photography. He has been a call-in guest for 21 different radio shows nationally and in major markets, including WTOP-AM (Washington), KYW-AM (Philadelphia), USA Network (Daybreak USA), WPHM-AM (Detroit), KMJE-FM (Sacramento), CJAD-AM (Montreal), WBIX-AM (Boston), ABC Radio Network (Jonathan & Mary Show). He's also been a call-in guest for one Canadian television show, and appeared live on *Breakfast Television* in Toronto, the Today Show of the Great White North.

With a total of more than 200 books to his credit, Busch has had as many as five books appear simultaneously in the Amazon.com Top 25 Digital Photography Books, and when Michael Carr of About.com named the top five digital photography books for beginners, the initial #1 and #2 choices were Busch's *Digital Photography All-in-One Desk Reference for Dummies* and *Mastering Digital Photography*. His work has been translated into Arabic, Spanish, Chinese, Japanese, Portuguese, Bulgarian, German, Italian, French, and other languages. Busch's Web portal is www.dslrguides.com

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