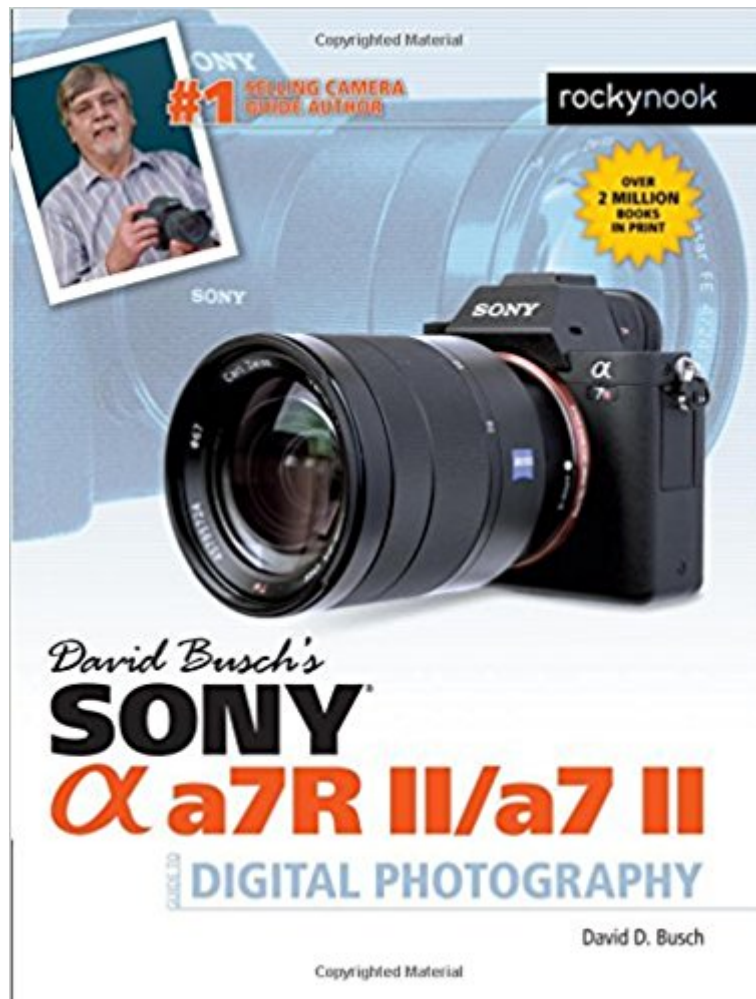


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# David Busch's Sony Alpha A7R II/a7 II Guide To Digital Photography



## Synopsis

David Busch's Sony Alpha a7 II/a7R II Guide to Digital Photography is the much-anticipated comprehensive resource and reference for two of the hottest cameras on the market today. Sony's advanced 24-megapixel mirrorless Alpha a7 II and the ground-breaking 42-megapixel Alpha a7R II combine high-resolution imaging and remarkable low-light performance in the world's smallest full-frame package. Both cameras have fast sensor-based phase detect autofocus and 5-axis in-body image stabilization that adds powerful SteadyShot anti-shake vibration reduction to Sony E-mount and adaptor-mounted A-mount and third-party lenses. With this book in hand, you will explore the world of digital photography, develop your creativity, and take great photographs with your a7 II or a7R II. Filled with detailed how-to steps and full-color illustrations, David Busch's Sony Alpha a7 II/a7R II Guide to Digital Photography covers every feature of this mirrorless tandem 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 each 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, taking pictures 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 II and a7R II.

## Book Information

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## Customer Reviews

Great book! I have read several of David Busch's prior books for Nikons. I sold my entire equipment collection this past fall and upgraded to the Sony A7rII. As an amateur photographer originally starting with the Nikon D100 and moving up over the years, without the book by David Busch, I was having a tough time transitioning over to Sony's mirror-less system with an entirely new set of wheels, buttons, and features to learn. The book has been an excellent tutor! For \$30-\$40 for either the Kindle or the print version, you can't get a cheaper tutor. Without the book, I guarantee that in 4-5 years, I still would not know all the features of my camera. Without the book, you can spend 20-30 minutes per feature trying to figure out how to do something. Besides educating me on how to push the buttons and turn the knobs, the book explains "why" you need to use certain features in different situations. Buy this book if you want to get the true value out of your new camera!

David is one of the best authors for photography and related equipment guides. He provided me the opportunity to review this book and submit feedback prior to publication. It really is a must have for those purchasing the new A7RII or A7II cameras and is chock full of useful information. The auto focus settings are complex with these cameras and David shows how to get the most out of the camera. He covers accessories available for the camera and provides honest opinions on lenses that should be considered for the camera. I have been a Sony shooter for four years and learn something new about these cameras all the time. This book provides shooting tips and explains in detail all the various settings available for photo and video shooting. Basic and advanced photo and video shooting topics provides useful subject matter for the beginner or most advanced/professional photographers. You will use this publication over and over and the electronic formats are convenient when out in the field and struggling to locate the best settings for your shoot or a specific feature you recall reading about. The Sony operating instructions and help guide are not enough to master the capabilities of these cameras. Do yourself a favor and compliment your camera purchase with this guide that you will frequently reference as you become more familiar with your gear.

I rarely write reviews but I've found this book so compelling that I wanted to. This is the best book I have read about my a7R II. The author clearly knows his stuff. If you buy one book about your a7r II/a7 II it should be this one. The author's writing is lucid and thorough. The book is well organized

proceeding from simpler concepts and functions in beginning chapters to the more specific and detailed in later ones. There are pictures and diagrams to supplement readings. The author provides recommendations and suggestions and his reasons for them. Busch also spends time explaining photographic concepts in relation to the camera -- this was what put the book over the top for me. The knowledge behind his explanations is obvious. For example the author explains crop factor and how it relates to the camera. If you're looking for a quicker read about your A7 series camera I'd also recommend "Sony a7 Series: From Snapshots to Great Shots" by Brian Smith. Smith's book doesn't go into as much detail nor does he provide as much useful background context as David Busch. Smith's book also lacks detailed explanation of functions on the a7r ii and a7ii -- a major weakness in my eyes. That said the book by Brian Smith may get you up and running faster.

The Sony pdf (or printed) manual is terrible. For example, I wanted to set the focus mode on the camera. Continuous and Single focus are obvious settings, but what is "DMF". If you look up "DMF" in the Sony manual, you'll find it under the "Focus Modes" list. The information about what "DMF" is is "DMF" (believe it or not, that's it!). If you want to know what "DMF" is and a lot of other stuff, buy this book. The Kindle version is great, because you'll always have it with you on your smart phone.

Great book that is part (very readable) manual and great book on photography. Some guides seem like a copy and paste with the newest camera model. This guide came out at least 6 months after the camera. You can tell he did his research on the camera. The book is detailed and specific for this A7RII

David takes you from in-boxing your camera through setting it up. He also gives you what he considers the best settings for his work. This camera has so many possibilities a novice or an amateur may take weeks if not months to figure it out. David's easy and concise instruction is the best I have come across.

David Busch writes clear, plain-spoken and accurate guides--and this book is no exception. He walks the reader, be the reader be a novice or a semi-pro through the camera, its intricacies, and its special qualities. Busch knows cameras, he is a fine photographer, and he writes exceptionally well. He knows how to explain the difficult and walks a user through things that you should do first--like a pre-flight check-list. My advice is to throw away the manual and read David Busch. You no longer

need to buy several guides--this is the one book that you need. Congrats and thanks to David Busch.

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