



David Busch's Sony Alpha NEX-7 Guide to Digital Photography (David Busch's Digital Photography Guides)

By David D. Busch

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David Busch's Sony Alpha NEX-7 Guide to Digital Photography (David Busch's Digital Photography Guides) By David D. Busch

David Busch's Sony Alpha NEX-7 Guide to Digital Photography is a comprehensive guidebook for getting the best results with your NEX-7. This exciting and long-anticipated camera, the high-end model in the Sony compact mirrorless camera line, includes an ultra-high-resolution 24MP sensor, a 2.4-million dot electronic viewfinder, pro HD movie-making capabilities (with a built-in stereo microphone), and more. It's a remarkable camera, and with David Busch as your friendly mentor, you'll always be in full creative control, whether you're shooting on the job, as an advanced hobbyist, or are just out for fun. With clear how-to steps and full-color illustrations, *David Busch's Sony Alpha NEX-7 Guide to Digital Photography* covers all the features of this capable camera in depth, from taking your first photos through advanced details of setup, exposure, lenses, lighting, and more, and relates each feature to specific photographic techniques and situations. Start building your knowledge, creativity, and confidence with the Alpha NEX-7 today.

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Editorial Review

Review

Introduction. 1. Quick Tour: Shooting Your First Sony NEX-7 Picture. 2. The Sony NEX-7 Roadmap. 3. Setting Up Your Sony NEX-7. 4. Shooting Basics. 5. Photography with your Sony NEX-7. 6. Advanced Shooting and Movie Making. 7. Working with Lenses. 8. Working with Light. 9. Downloading and Editing. 10. Troubleshooting Your Sony NEX-7. Glossary. Index.

From the Author

What an incredible camera the NEX-7 is! This flagship of the Sony Alpha NEX line shares many features with earlier models, but I decided it was important to write this book exclusively for the NEX-7. Clearly, this camera is an enthusiast model, and deserves a book written for both beginners and more advanced photographers.

But what if you're not an enthusiast -- but hope to become one, or simply want to take better pictures? In that case, you *really* need this book to show exactly how to use every feature and option of the NEX-7. If you're in love with photography, but so far haven't been in love with learning to use cameras, let me help you get the most from your NEX-7.

My *Sony NEX-7 Guide to Digital Photography* is divided into four parts. **Part I, "Getting Started with your Sony Alpha NEX-7"** includes chapters that will help you set up your camera, start shooting great pictures and movies in minutes, and explain each control, button, and dial, and how to use them. I guide you through every menu option and offer advice on what each does -- or does not do -- and when you should, or should not, use a particular setting. Rather than simply re-hash the Sony manual, I provide a wealth of useful tips.

Part II, "Beyond the Basics," has chapters that show you how to use the NEX-7's amazing exposure modes, including Sweep Panorama and 3D Sweep Panorama. There's an entire section on using the camera's autofocus to get sharp images every time.

In **Part III, "Advanced Tools"** The NEX-7's movie-making capabilities take you to the next level, and I've written a full chapter on the camera's video features, with plenty of shooting tips for those new to movie shooting. Another chapter shows you how to choose and use lenses, with an analysis and review of the most important lenses available for the NEX-7. I include a full-page focus chart you can use when fine-tuning autofocus using the AF Micro Adjust feature with the LA-EA2 Mount adapter. There's a chapter on working with available light and flash, too.

Read **Part IV, "Enhancing Your Experience,"** to pick up tips for choosing software for your NEX-7, and a chapter on troubleshooting and maintaining your camera. The software advice is strictly an overview; I don't pad this book out with Photoshop how-to lessons that show you how to correct mistakes you made while shooting. This entire book is dedicated to helping you get the shot you want *in the camera*.

Whether you're a dSLR owner who is switching to the Sony Alpha NEX-7, a would-be enthusiast who wants to learn all of the camera's great features, or a beginner who wants to learn the basics of photography while mastering the camera, sit down with me and we'll explore this camera together. You're in for a great ride!

About the Author

With more than a 1.5 million books in print, **David D. Busch** is the world's #1 selling digital camera guide author, and the originator of popular series like *David Busch's Pro Secrets*, *David Busch's Compact Field Guides*, and *David Busch's Quick Snap Guides*. He has written dozens of hugely successful guidebooks for digital camera models, including the all-time #1 best-sellers for many Sony models, additional user guides for other camera models, as well as many popular books devoted to digital cameras, including *Mastering Digital SLR Photography, Third Edition* and *Digital SLR Pro Secrets*.

As a roving photojournalist for more than 20 years, he illustrated his books, magazine articles, and newspaper reports with award-winning images. He's operated his own commercial studio, suffocated in formal dress while shooting weddings-for-hire, and shot sports for a daily newspaper and upstate New York college. His articles and photographs have appeared in *Popular Photography & Imaging*, *The Rangefinder*, *The Professional Photographer*, and hundreds of other publications. He's also reviewed dozens of digital cameras for CNet and *Computer Shopper*, and his advice has been featured on NPR's *All Tech Considered*.

Users Review

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