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IMAGE BY AUDREY WANCKET



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Michael and Anna Costa formulated a plan and in just a few years claimed enormous success in their business. Now they're on the road teaching other photographers how to do the same. "The photography business is like a puzzle," says Anna Costa. Read how they put the pieces together.

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ON THE COVER: "Babies are the core of my creative experience," says Anne Geddes, keynote speaker at this month's Imaging USA 2009. "I can't see why I wouldn't keep doing this for the rest of my life."