

The Programmers Guide To Oscommerce The Nuts And Bolts Of Oscommerce Customization

The Programmers' Guide to OsCommerce: the Nuts and Bolts of OsCommerce Customization
Deep Inside OsCommerce The Nuts And Bolts Of E-Commerce Oscommerce Webmaster's Guide to Selling Online Building Online Stores with OsCommerce OsCommerce Users Manual Oscommerce Webmaster'S Guide To Selling Online Deep Inside OsCommerce OsCommerce Technical Manual Kindliche Unterredung Building Online Stores with OsCommerce Myles O'Reilly Monika Mathé DHRUV. NATH Vadym Gurevych David Mercer Kerry Watson Vadym Gurevych Monika Mathé Kerry Watson
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the programmers guide to oscommerce offers a comprehensive look at this powerful open source solution written with the experienced php mysql user in mind it describes the functional and implementational details of installation administration and user side mechanics of oscommerce the programmers guide to oscommerce sets itself apart with its heavy emphasis on the nuts and bolts of oscommerce customization showing the reader how to change elements colors text layout and graphics to create a highly unique storefront with ease the programmers guide to oscommerce can help any experienced programmer to establish an individualized easy to use online sales presence and is sure to become a primary source on the shelves of online storeowners everywhere

ready to use recipes to customize and extend your e commerce website

increase your sales and profits with expert tips on seo marketing design selling strategies etc

a step by step introduction to oscommerce

if you have an oscommerce based online business you need this book packed with expert guidance on all aspects of building a better online this book will make your store stand out from the crowd all approaches and techniques described here are proven to have worked well for successful oscommerce based online businesses among the over 650 all around the globe with which the author has been actively involved as developer project manager or online business consultant oscommerce is an open source e commerce solution written in php and mysql that can be set up on various platforms more than 10 000 businesses and sole traders all around the world

benefit from its features and flexibility the importance of the oscommerce community consisting of over 100 000 can not be stressed enough as this is where both online merchants and web developers can communicate and find solutions there are many contributions modules for oscommerce that further extend its functionality making it suitable for almost every business s requirements

annotation oscommerce has been around since march 2000 at present there are over 10 000 live registered oscommerce sites and about 100 000 registered community members apart from providing ready made solutions to problems as well as a huge repository of information the oscommerce community is a living entity with which we can all interact with the rising success and popularity of this remarkable piece of software things can only get better this book is aimed at people with existing online stores built using oscommerce the book follows a systematic approach whereby users can modify and extend features on their already existing oscommerce site each chapter deals with a different aspect and provides ready made recipes for modifying code to your requirements the author starts by explaining basic changes one can make to the design of your store and then covers features like navigation images shipping and payment modules and even explains how to make changes on the administrator s side and keeping your own recipes private

this book shows the web developer everything you need to install configure customize install add on contributions and troubleshoot your own ecommerce store including standard installation installing to a ssl server moving a site to a new server website security setting up at the rool level setting up your own testing site about php and mysql product architecture advanced fun with text emails colors graphics other customizations pre launch testing installing contributions loaded versions of oscommerce troubleshooting guide and installing apache server mysql php page 4 of cover

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