Beginning PHP 5 and MySQL E-Commerce: From Novice to Professional

Cristian Darie, Mihai Bucica

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Beginning PHP 5 E-Commerce: From Novice to Professional is an ideal reference for intermediate PHP 5 and MySQL developers, and programmers familiar with web development technologies. This book covers every step of the design and build process, and provides rich examples that will enable you to build high-quality, extendable e-commerce websites.

Furthermore, this book covers site building in three phases. Phase one results in a live website, with an attractive interface and fully searchable product catalog. Next, phase two explains adding facilities to increase sales through cross-selling, upselling, and enhancing customer service. Finally, phase three seeks to reduce costs through automated order processing and integrating with other systems via XML Web services.

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