

Instant E-Commerce with Magento: Build a Shop

By Branko Ajzele

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In Detail

Magento is a highly customizable and powerful e-commerce solution which offers you the potential to create a robust and attractive online store.

This book teaches you how to build your own online shop with step-by-step, easy-to-follow instructions. You will learn how to install, configure, and customize your own shop in order to create an attractive and fully functional store in no time.

In "Instant E-Commerce with Magento: Build a Shop" you will be taken through the required steps to create an awesome e-commerce solution. This book starts by showing you how to correctly set up and install Magento before moving onto creating products and their attributes.

If the world of payment gateways and shipping options sounds complicated, don’t worry. This guide will take you through the essentials required to set up and manage how your customers are going to pay for and receive their orders. Finishing with themes and appearance, this book will ensure you end up with a powerful, attractive, and fully functioning online store.

Approach

Filled with practical, step-by-step instructions and clear explanations for the most important and useful tasks. Get the job done and learn as you go. "Instant E-Commerce with Magento: Build a Shop" is written in a friendly, helpful style which takes you through several distinct recipes all geared to getting you started with Magento and selling your products as quickly and as efficiently as possible. The only thing you need to bring to the table is a desire to sell your products online.

Who this book is for

This book is for anyone who wants to learn how to quickly set up, configure, and manage an online shop with Magento. Regardless of whether you are technically skilled or not, this book will show you show to create a fully functioning e-commerce solution.

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Instant E-Commerce with Magento: Build a Shop By Branko Ajzele Bibliography

- Sales Rank: #2342884 in eBooks
- Published on: 2013-02-22
- Released on: 2013-02-22
- Format: Kindle eBook

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Editorial Review

About the Author

Branko Ajzele

Branko Ajzele was born on January 16th, 1983 in Osijek, Croatia. His high school and faculty education was in the field of electro-technology. He graduated at Faculty of Electrical Engineering, in Osijek in 2006. Although not directly related to IT, during his faculty days he fell in love with web-related technologies. Throughout his career he initially worked full time as a Computer Consultant and later as a full time IT System Administrator. After that he got hooked on programming. He has spent over six years learning and developing both desktop and web applications in different programming environments such as C#, Java, and later in PHP.

He is currently working as CTO / Magento Certified Developer Plus at a company called Inchoo. Inchoo specializes in building and delivering high quality e-commerce solutions mostly powered by the Magento eCommerce platform. At Inchoo he gained over 4 years of everyday Magento development and e-commerce project management experience. Additionally he is highly experienced with Zend Framework, Doctrine ORM, Symfony, and PHP in general. Besides web technologies, his latest interests turn lie in mobile platforms such as Android and iOS.

Users Review

From reader reviews:

Shawn McDonald:

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