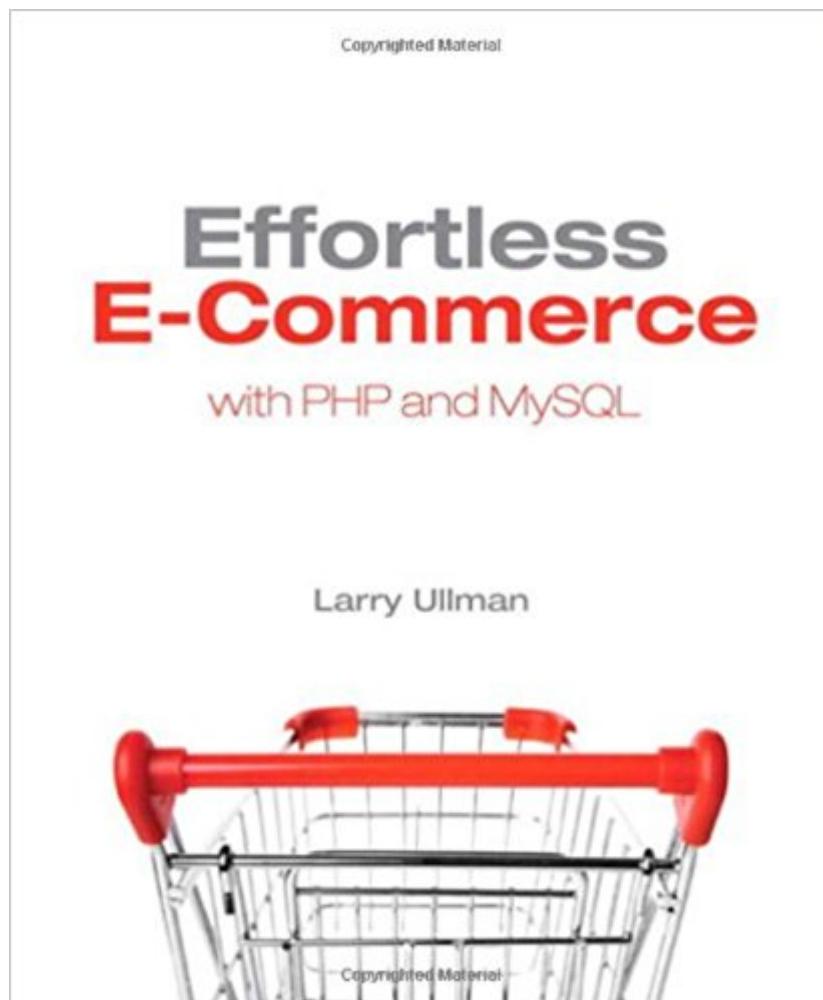


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Effortless E-Commerce With PHP And MySQL



Synopsis

In this comprehensive guide to creating an e-commerce Web site using PHP and MySQL, renowned author Larry Ullman walks you through every step--designing the visual interface, creating the database, presenting content, generating an online catalog, managing the shopping cart, handling the order and the payment process, and fulfilling the order--always with security and best practices emphasized along the way. Even if you're an experienced Web developer, you're guaranteed to learn something new. The book uses two e-commerce site examples--one based on selling physical products that require shipping and delayed payment, and another that sells non-physical products to be purchased and delivered instantly--so you see the widest possible range of e-commerce scenarios. In 11 engaging, easy-to-follow chapters, *Effortless E-Commerce with PHP and MySQL* teaches you how to:^{*} Think of the customer first, in order to maximize sales^{*} Create a safe server environment and database^{*} Use secure transactions and prevent common vulnerabilities^{*} Incorporate different payment gateways^{*} Design scalable sites that are easy to maintain^{*} Build administrative interfaces^{*} Extend both examples to match the needs of your own sites

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Customer Reviews

I am a Kona coffee farmer and I sell my coffee through my website. I used to be a professional programmer before becoming a Kona coffee farmer. Leveraging off that experience, and Larry's previous books, I wrote all the code for my website: HTML, CSS, PHP, mySQL, everything.

Throughout the process I wished for a book exactly like this one. When I heard that this book was being published my first thought was "too late to help me." When I received my copy, I realized that I was wrong. Even though I spent years as a professional network programmer, and my website was already written, I am still in the process of rewriting large parts of my website because of the excellent information in this book. If you're a web developer, this book is for you. Even if you aren't going to write everything yourself, this book will still help you understand the important concepts such as security, PCI, user accounts and site administration. The book does assume a certain amount of experience with PHP and mySQL. That's the best part though, unlike any other author I've ever read, Larry Ullman has a website with useful forums and he answers nearly every question himself. Have a question about figure 7.2? With this book you can get an answer.

I have recently completed reading this book in its entirety and I must say: reading Effortless E-Commerce with PHP and mysql wasn't effortless for me. It took me a whole month to study the book. But after this month I walked away having learned so much that I cannot do otherwise than give this book 5 stars. Here are some important things I've learned from this book:- how to write highly readable code and prevent common vulnerabilities- how to incorporate different payment gateways- how to use and build mysql stored procedures- how to use the .htaccess file to make a directory entirely unavailable- how to improve the search engine rankings of a site creating the so-called "pretty" URLs- how to write and use php prepared statements that use fewer resources and thus run faster. (If you ever asked yourself how to make multiple inserts or multiple updates using a single query... this is the way.) Thank you Larry Ullman

I have been pleased with Larry Ullman's books up to this point, but this one takes the cake! I have spent countless hours researching online for the information documented in this book. This book outlines in detail two different e-commerce models that will make any developer more valuable. First example is a site that uses PayPal. It goes into detail on how to use the PayPal sandbox to test your site before it goes live. The second example shows the reader how to implement a payment gateway directly onto your site. The second example is far more complex, but knowing how to accept credit card payments directly onto your site is very valuable and is well worth a little pain in grasping all that goes into that. He talks a lot about internet security, SSL, and server configuration ... all which are extremely important when it comes to e-commerce. If you are just starting to learn php or mysql, I would highly recommend one of his other books such as "Beginning PHP" or "PHP & MySQL" .. that is where I started 6 years ago. Larry has taught me a lot and has helped me

become a more valuable developer.Thanks LarryP.S. Hey Larry ... idea for next book: M-commerce (mobile e-commerce) using PHP/MySQL

Anything written by this author is going to be top notch. I'm just over half way through with this book and I'm learning a ton. What I like about this Effortless E-commerce is not just that's it's been recently published, but it walks you through the production of 2 large scale, professionally developed e-commerce applications. Other books offer just random scripts and pieces of code for use on individual projects. This book puts everything together into a cohesive project so that you can see how everything works together.This is the third PHP book written by Larry Ullman that I've read in the last 6 months, PHP 6 and Mysql 5 for Dynamic Websites:Visual Quickstart and PHP 5 Advanced: Visual Quickpro being the other two.As with the other two titles, the thing I like most about Effortless E-commerce is the online support. On Larry Ullman's website is a support forum where you can post questions or problems with the exercises in any one of his books. Within hours Larry himself will have the answers needed to get you unstuck, so that you don't spend hours blindly troubleshooting problems and getting distracted from the remainder of the book.A must read for any beginner to intermediate programmer serious about learning PHP.

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