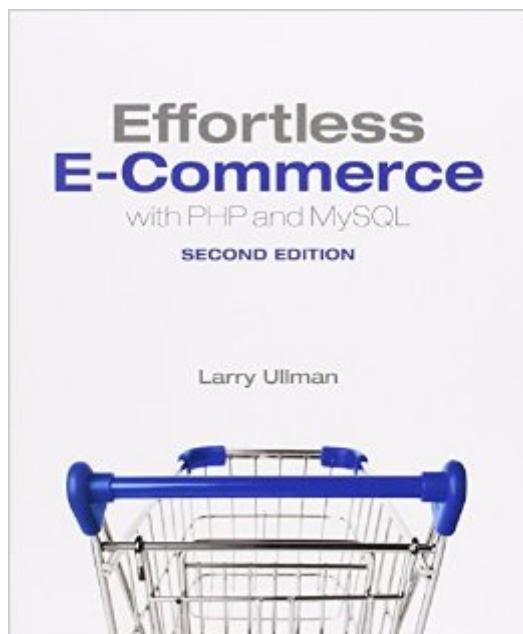


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# Effortless E-Commerce With PHP And MySQL (2nd Edition) (Voices That Matter)



## Synopsis

In this comprehensive guide to creating e-commerce website using PHP and MySQL, renowned author Larry Ullman walks you through every stepâ "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 orderâ "always with security and best practices emphasized along the way. Even if youâ 're an experienced web developer, youâ 're guaranteed to learn something new. The book uses two complete e-commerce site examples, with various features and goals, to present the widest possible range of e-commerce scenarios. This fully updated and expanded second edition includes an additional and new payment processing example, and also reflects the latest changes in PayPalâ 's options and methodologies. There are new chapters on marketing-related tools to improve the site and sales, on adding functionality via Ajax, and on implementing e-commerce functionality using OOP instead of procedural code.

Effortless E-Commerce with PHP and MySQL, Second Edition teaches you how to: Think of the customer first, in order to maximize sales and customer satisfaction 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

## Book Information

Series: Voices That Matter

Paperback: 552 pages

Publisher: New Riders; 2 edition (December 16, 2013)

Language: English

ISBN-10: 0321949366

ISBN-13: 978-0321949363

Product Dimensions: 7.5 x 1.2 x 9 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsâ See all reviewsâ (16 customer reviews)

Best Sellers Rank: #114,188 in Books (See Top 100 in Books) #16 in Books > Computers & Technology > Databases & Big Data > MySQL #22 in Books > Computers & Technology > Internet & Social Media > E-Commerce #446 in Books > Textbooks > Computer Science > Programming Languages

## Customer Reviews

I have a comfortable understanding of SQL/Database, PHP, MySQL, HTML 5, and CSS 3. This book gives more insights into those, and for a nice feature that was not mentioned in the description: the examples are written using Bootstrap 3! I have been learning the Bootstrap framework for the past few months, so the fact that this book is using it is "icing on the cake" for me.

Early in this book the author suggests that an already established deep understanding of PHP, Javascript and MySQL will be required to work with this book. Fair enough. However, it would be good to put that on the cover instead of "Effortless." I've got some PHP and Javascript chops. I've been working on the web at various depths for over 15 years. However, I don't drink and breathe PHP, Javascript and MySQL. I found this book often just took off without me. There are coding books that provide a background and an overview to provide a base from which one can work. This book certainly is not that. Another good kind of programming book provides sort of modular cookbook recipes, which can be used to learn, and also to do something useful, to establish flexible building blocks of expertise that can be applied to various problems. This book isn't quite that either. The chapters of the book go through very detailed, specific setups, without any flexibility built in. If you know what he's doing, you can follow along. This book is for people who already know how to do the things it describes quite well. It is not for people who want to learn, explore, or do something besides the very specific scenarios it details. It is not for people who think, "I sort of know how to do this, but I want to do something a little different from his example; maybe this book will help me understand." The author has a support site, and he seems to generously be present and helpful there. I think the time and money I spent on this book was perhaps not the best investment in solving the problems I had, but someone else might click with it better.

I thoroughly enjoyed reading this book. I've actually created an online store from scratch in PHP/MySQL and have been operating it for over 2 years, so I know what it takes to do it right. That said, this book contains some great ideas that I've put on my to-do list to implement, such as stored procedures and playing around with Stripe. Since I have created a store before, I did not read every single word, however I flipped through every single page over the course of 5 days. It does move quickly, but not too quickly. If you need a "big picture" overview, I think downloading his code would be very helpful for that. I really appreciate that this book is relevant for its publishing date. He uses the latest best practices in PCI Compliance, PHP (password hashing), Javascript and HTML. Overall, his writing tone is professional and fun and I think this is a great book to pick up.

Great clarity and very simple to read. Emphasis more on security. Confident of designing a professional looking and behaving ecommerce site.

Clearly describes the requirements for a successful commerce website. Bought this book for the payment section. Compares and clearly describes the pitfalls and advantages of different payment methods. Really enjoy the style of the author. So much easier to understand and thorough than usual software books.

This book walks you through the entire process of creating a couple ecommerce sites. After reading several php books, I haven't found one that is as packed with best practices as this one. This book also contains the latest security measures. Very much recommend this book.

Great book! Larry walks through all of the steps to making an ecommerce website. When you are done with this book you will have completed two different kinds of ecommerce sites. Best ecommerce book on the market!

I bought the Kindle version. I'm not certain that these problems apply equally to the physical copy of the book, although I think it does for the most part. Given how many books and online courses I've taken, I can say with no reservations that this book is the most poorly written I've encountered. I bought it because of the good reviews and was disappointed because the author makes it extremely difficult for the reader to follow along. Instead of providing a decent-sized code block for the reader to write, clearly explaining in which file to write it, and then explaining the code, the author writes a few lines of code, explains what they do, sometimes gives a code sample that's optional without clearly mentioning where it would go, and then goes on to tell you where you could go about placing the code he provided earlier. One very good example of this is the form towards the end of chapter 3 and the code preceding it. This way of presenting the code also makes it difficult to ascertain where you should write the code when there's nesting involved. Also, the notes and tips appear in the text and sometimes interrupt the flow excessively. I've decided to just read the source code and skim the book for useful information instead of following along. That's a real shame, because I really want to learn the subject matter by following along.

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