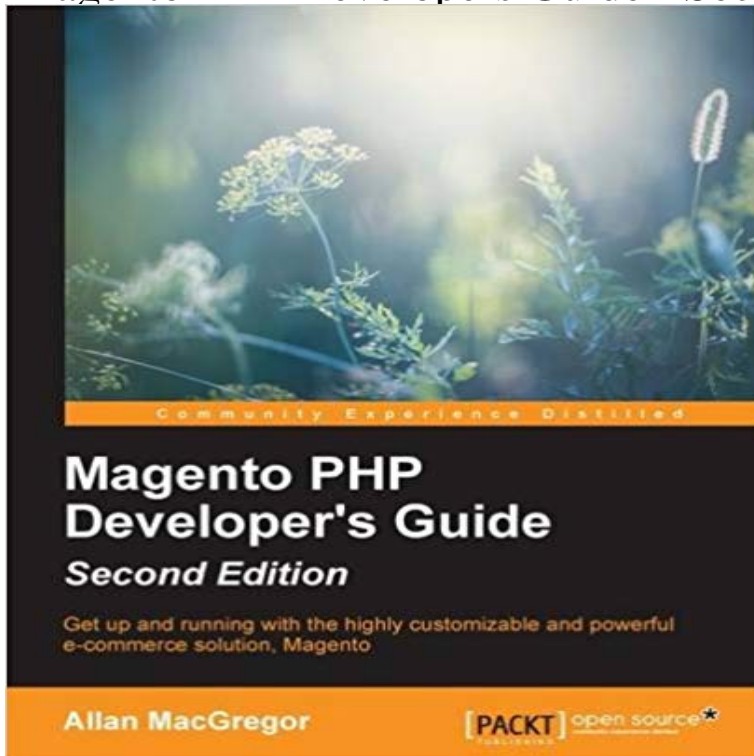


Magento PHP Developers Guide - Second Edition



Get up and running with the highly customizable and powerful e-commerce solution, Magento About This BookBuild your first Magento extension, step by stepExtend the core Magento functionality, such as the APIA practical and succinct guide to test your Magento codeWho This Book Is ForThis book is written for PHP developers who are familiar with frameworks such as Zend or CakePHP and want to start developing and working with Magento. No prior knowledge of Magento is required.What You Will LearnBuild your very first Magento extensionDeploy and distribute custom modulesExtend Magentos core functionalityUse development techniques and tools for MagentoImplement the design patterns that form MagentoTest Magento with different tools and frameworksIn DetailIn the world of e-commerce, there are dozens of tools available to use in custom web design and development. Out of all of these options, Magento is the webs fastest growing e-commerce platform. Its architecture makes it possible to extend the functionalities using plugins, which are shared by the community, extensively.This book is a practical guide packed with examples so developers can understand its fundamental concepts and then start developing and testing Magento code. The book starts by building your knowledge of Magento, providing you with the techniques and tools you require to start your first Magento development. You will then learn to work with data collections and the EAV system, before gradually moving on to extending the frontend and backend. You will learn all about deploying and distributing custom modules.This book will help you navigate your way around your first Magento developments, helping you to avoid all of the most common headaches that new developers face when first getting started.

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