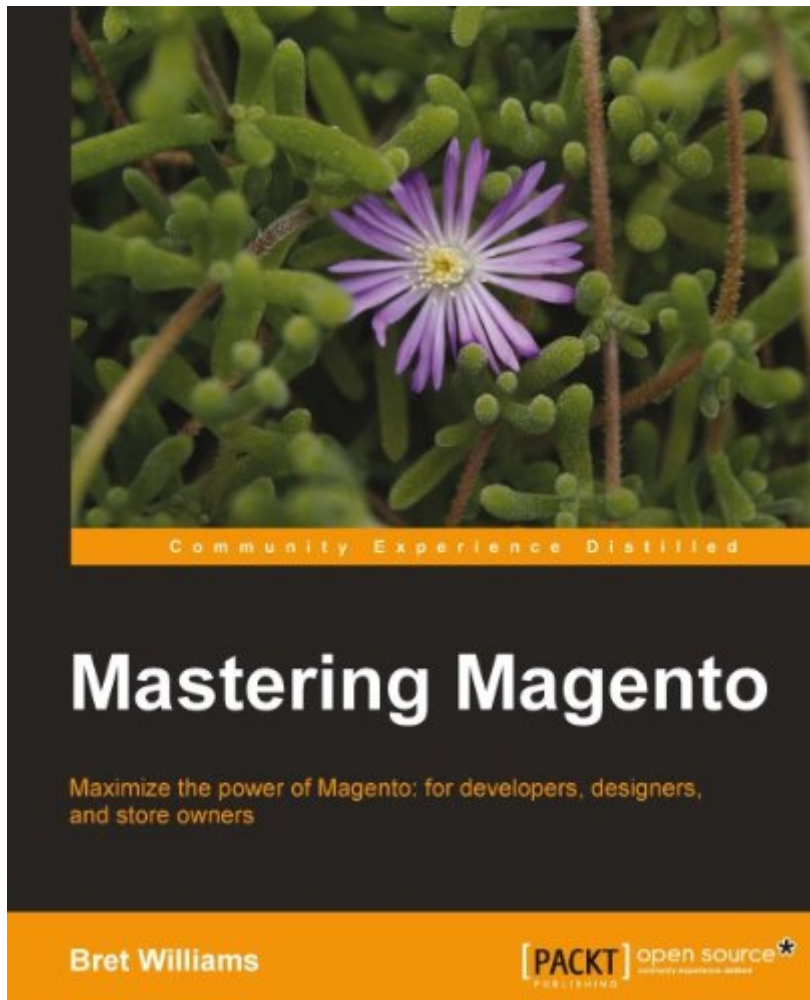


The book was found

# Mastering Magento



## Synopsis

Written in a step by step tutorial style with plenty of insider insights along the way. Web designers, developers or ecommerce store-owners, who design or manage Magento stores for their clients.

## Book Information

File Size: 12331 KB

Print Length: 300 pages

Publisher: Packt Publishing (May 23, 2012)

Publication Date: May 23, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B0085M3LVK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #770,643 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #237

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Multilevel

#267 in Books > Computers & Technology > Web Development & Design > Web Services #368

in Books > Computers & Technology > Internet & Social Media > E-Commerce

## Customer Reviews

Book really did amaze me with the tips and chapters it contained. From looking at the table of contents I was not really interested and I had thought, yet another book covering the basics and not really telling something useful that you cannot learn in a day or two. Yet I was wrong. This book is really a good reference for Magento. You will probably read it on occasion when you wonder how a thing can be done. Book really covers the pains and problems endured during setting up a new Magento site so the author's experience will help you overcome your own problems. It's good because it really feels like "Ok, that's enough pain, I should write a book about my experiences and I will get lots of thanks from others" Anyone who think about opening a Magento shop should at least check this out. Now if you are still with me, let's continue. I checked the index of the book and it was not really interesting for someone who was already familiar with Magento as the concepts are pretty much the basic stuff. The most interesting chapters seems 9th and 10th for me as I'm mostly

a technical person and like the integrations and optimizations. As defined in the preface this book is an Owners Manual. It does not intend to be a tutorial to setup a new Magento web site, but a reference for the hundreds of features loaded into Magento. This book is really for anyone who has a Magento site and needs to check some quick things as it contains good tips on different aspects of the book. It seems that author actually documented his pains and experiences in this book, which will really help for anyone who uses Magento. In the first chapter, author does not really start from installation but from the planning phase.

When you are using Magento and have never used e-commerce software before, you have probably no idea where to start. "Mastering Magento" can make this first step way easier. The book is divided into 11 chapters. Chapter 1 If you want to prevent reinstalling your software several times, it is probably a good idea to consider some key areas when planning your Magento installation. Ask yourself questions like who is going to take care of the hosting, installation and developing. Which parts of the store are accessible to which persons? Chapter 2 If you don't have your own server, you need a hosted-server for your Magento-installation. But how to choose if there are so many companies that are offering a service that looks comparable? Some guidelines are offered. We are also installing our first websites, stores and store views. Maybe you want to offer multiple languages and currencies and make sure you have a backup as well. Chapter 3 What exactly is a category and what is a catalog? How can the attributes of your different products be defined? What is the difference between an attribute and an attribute set? No idea what up-sells and cross-sells are? These issues are covered in chapter 3. Chapter 4. What kind of impression is your webstore making? Do your visitors have a reason to come back a second time? The theme or template of your website is the way it is shown to your public. By adjusting your theme you can give your site a personal touch. Although you get some insights in adjusting themes and layouts, this chapter covers only a small part of it. You could write a single book just about this topic. Chapter 5 "Configure to sell" is exactly what this chapter does.

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