Effortless E-Commerce with PHP and MySQL

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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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