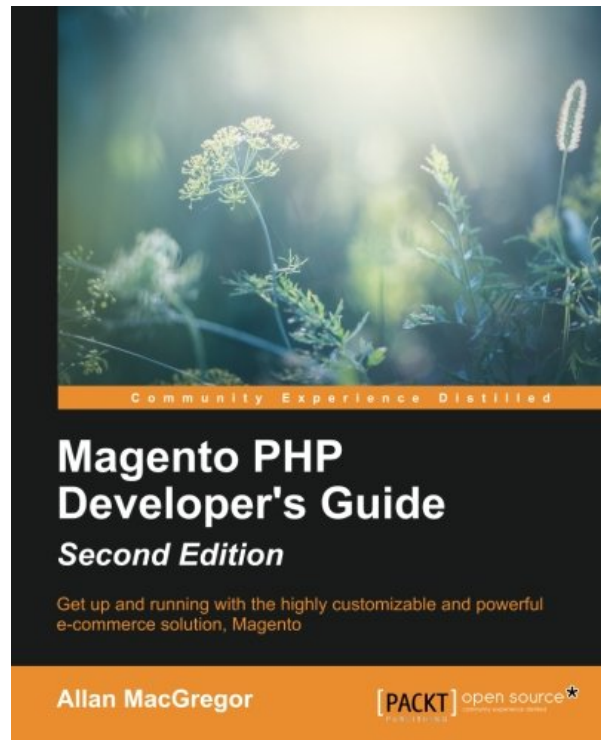
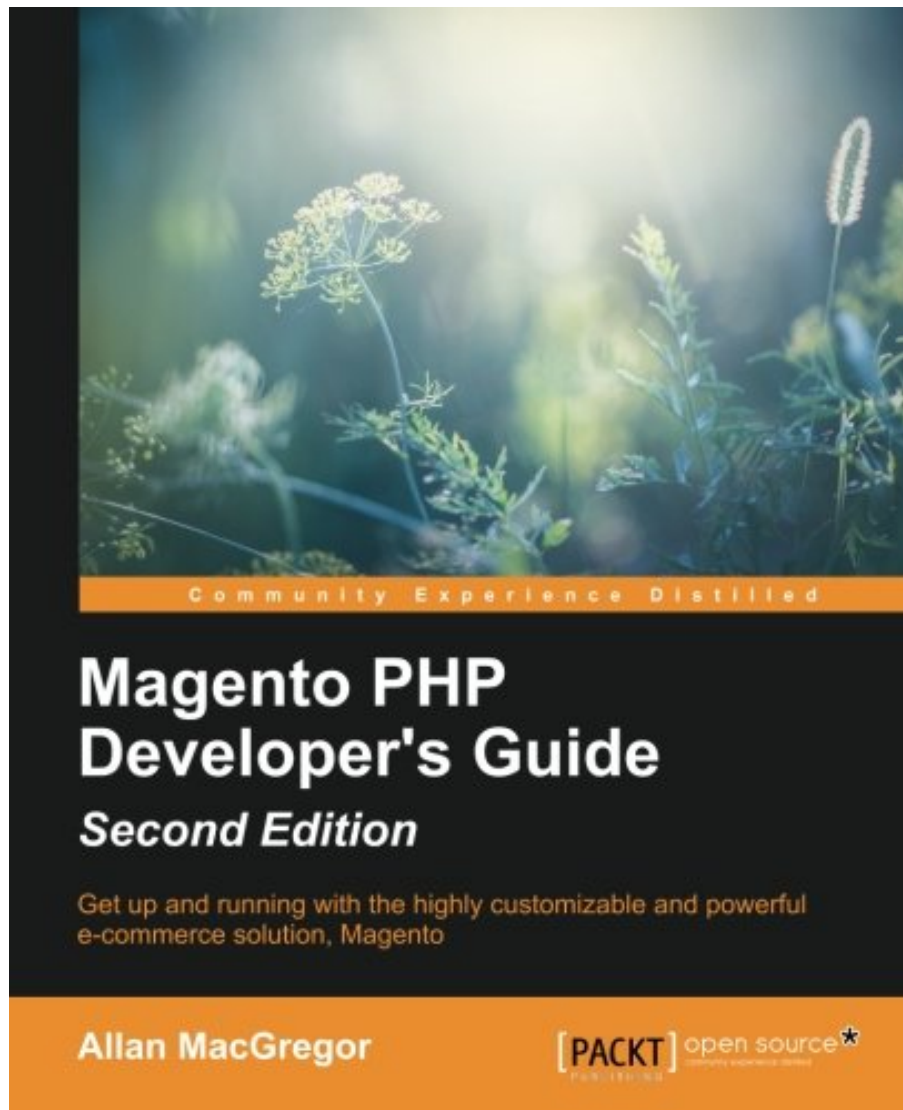


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About the Author

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Allan MacGregor is a Magento Certified Developer Plus with 4 years of Magento experience. He also has a certification in Linux System Administration from IBM. He started working with Magento as a freelancer, looking for a better framework to build e-commerce solutions with, and he is now the Magento lead developer at Demac Media (<http://www.demacmedia.com>). At Demac Media, he has participated in building core solutions for a wide range of clients; this has given him the experience and knowledge to solve many Magento challenges. As part of an internal project at Demac Media, he worked on Triplecheck.io (<http://www.triplecheck.io>), a unique service to monitor and audit the code health of a Magento store. He's very passionate about software development in general. He is constantly working with new technologies and frameworks. You can also follow him on Twitter at <http://www.twitter.com/allanmacgregor>.

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BY ALLAN MACGREGOR PDF

Get up and running with the highly customizable and powerful e-commerce solution, Magento

About This Book

- Build your first Magento extension, step by step
- Extend the core Magento functionality, such as the API
- A practical and succinct guide to test your Magento code

Who This Book Is For

This 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 Learn

- Build your very first Magento extension
- Deploy and distribute custom modules
- Extend Magento's core functionality
- Use development techniques and tools for Magento
- Implement the design patterns that form Magento
- Test Magento with different tools and frameworks

In Detail

In 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 web's 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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