

Magento Developer Guide

Maximize the power of Magento for building attractive stores
About This Book*Updated for Magento 2, this book offers a comprehensive coverage of all the new features of Magento to build modern online stores*Exploit little-known techniques to extend, tune, and manage your Magento installation*Detailed coverage to make your store run faster, better, and more productively
Who This Book Is ForThis book is for web designers, developers, or e-commerce store-owners who design or manage Magento stores for their clients and want to gain an in-depth understanding of the various features of Magento 2.
What You Will Learn*Discover what makes Magento 2 different - and even more powerful*Develop strategies to create multi-store environments*Find out how to create themes and extend the functionality of Magento 2*Create sound development practices to insure code integrity and security*Know the why, as well as the how, behind using Magento 2
In DetailThe long-awaited release of the world's most popular online solution, Magento 2, is now out with an all new interface and several enhancements. This book offers you advanced guidance on managing, optimizing, and extending your store while taking advantage of the new features of Magento 2. This is a comprehensive guide to using the all new features and interface of Magento 2 to build, extend, and design online stores. From planning your Magento installation through to advanced techniques designed to make your store as successful as possible, this book is your roadmap to managing your Magento store. Focusing on Magento's Community version, the book covers everything from creating and managing multiple stores to fine-tuning Magento for speed and performance. You'll learn how to manage categories, products, design themes, extensions, and more.

When you get used to develop on Magento platform you will likely agree with a motto of mines: "there are at least two ways of developing things in Magento the best of which is usually the third." This book is a collection of development advices resulting from over five years spent on practical Magento development. Knowing how Magento is implemented is the best way to extract the most out of it; for this reason all the recipes are explained through in-depth analysis of Magento's code base and architecture. This book assumes you are not a Magento beginner and already know its programming fundamentals with at least one year of continuous development experience.

Harness the power of Magento 2 – The most recent version of the world's favourite e-Commerce platform for your online store
About This Book Set up, configure, and power up your Magento environment from development to production Master the use of Web API to communicate with the Magento system and create custom services Create custom modules from scratch to extend the core functionality of the Magento system
Who This Book Is For This book is intended primarily for intermediate to professional-level PHP developers who are interested in Magento development. For backend developers, several topics are covered that will enable you to modify and extend your Magento 2 store. Frontend developers will also find some coverage on how to customize the look of the site in the frontend.
What You Will Learn Set up the development and production environment of Magento 2 Understand the new major concepts and conventions used in Magento 2 Build a miniature yet fully-functional module from scratch to manage your e-commerce platform efficiently Write models and collections to manage and search your entity data Dive into backend development such as creating events, observers, cron jobs, logging, profiling, and messaging features Get to the core of frontend development such as blocks, templates, layouts, and the themes of Magento 2 Use token, session, and OAuth token-based authentication via various flavors of API calls, as well as creating your own APIs Get to grips with testing Magento modules and custom themes, which forms an integral part of development
In Detail Magento is one of the most exciting, flexible, and customizable e-commerce systems. It offers you an extensive suite of powerful tools for creating and managing an online store. After years of development, Magento 2 introduces itself with a strong emphasis on modularity, Web API's, automated testing and overall new technology stack platform. The long-awaited Magento 2 release introduces a whole new e-commerce platform to develop online stores. The all new Magento 2 architecture, Web APIs, and a host of other features are equally challenging to master as much as they are exciting to use. This book will ease the learning curve by offering step-by-step guidance on how to extend the core functionality of your Magento 2 store. This book is your one-stop guide to build and customize a quality e-commerce website from the latest version of one of the largest, fastest growing, and most popular e-commerce platforms—Magento 2. We start off with an introduction to the fundamental concepts of Magento to give you a foundation to work from. We then move on to configure the development and basic production environment for Magento. After this, you'll get to grips with the major concepts and conventions that are new to the Magento 2 platform. We then delve deeper to get to the core of automated deployments, persisting data, writing data fixture scripts and applying various backend and frontend modifications. As we near the end of the book, you will learn to make API calls and write automated tests. Finally, you will be guided through building a full-blown helpdesk module from scratch. By the end of this book, you will have learned a wide range of techniques to extend and customize your Magento 2 store to fit the requirements of your business.
Style and approach This book is a mix of theoretical and step-by-step approaches, explained in a conversational and easy-to-follow style. Topics are explained sequentially, giving detailed explanations of the basic and advanced features to get you working on Magento 2.

Create an interactive online store and customize it further using Magento
Key Features Straightforward guide to developing with Magento Examples of different types of extension Customize the Magento storefront and admin areas
Book Description Magento is an open source, enterprise-level e-commerce platform with unlimited scope for customization. This makes it a great choice not only for vendors, but for developers as well. This book guides you through Magento development, teaching you how to develop modules that extend or change its functionality, leading to more flexible and profitable Magento stores. You start with a structural overview of the key Magento development components. You will learn where things such as plugins, events, models, controllers, layouts, and UI components fit into the development landscape. You will go through examples of using these components to extend Magento. As you progress, you will be building a diverse series of small but practical Magento modules. By the end of this book, you will not only have a solid foundation in the Magento development architecture; you will also have practical experience of developing modules to customize and extend Magento stores.
What you will learn Develop a simple shipping module Build admin interfaces with the built-in form and listing UI components Implement JavaScript components for improved customer experience Accommodate vendor needs by adding new catalog-related features Develop your way to a better checkout Improve customer interaction with new customer-related extensions Create new web APIs to make your modules more extensible
Who this book is for This book is for competent PHP developers, with only basic knowledge of the Magento platform required.

Want to grow your e-commerce shop? This book will position you to drive more results from less time and investment. Put yourself in the driving seat, find out exactly how e-commerce sites exactly like yours have caught the wind and gone big.

This highly anticipated book will give you the insight you need to successfully manage and customize your Magento Commerce installation. phparchitect's Guide to Programming with Magento takes you from installation to deployment of this popular e-commerce open source software. Magentos flexibility and Zend Framework-based structure have made it an increasingly popular e-commerce solution. Designed as a valuable companion to the the documentation provided on the Magento web site, this comprehensive book covers everything you as a developer need to know, including: - Installation and configuration - Basic understanding of Magento Commerce features and functions - Overview of front-end and back-end systems - Dealing with multiple stores - Accommodating multiple languages & internationalization issues - Handling Magento modules - Working with the Magento template system - Understanding Magento's EAV database structure - Made-to-order products - Adding a rewards or points system - Integration with a CMS - Accounting, inventory and order fulfillment and exporting information with XML - An entire chapter devoted to quick answers to common questions

This is a fast-paced tutorial focusing on creating a framework and using it to build an online store through an ongoing case study. Later chapters include examples to illustrate how easily the framework can be adapted for different situations. The framework and code are enhanced and built upon with each chapter, adding more and more functionality. If you are a web developer, or anyone looking to increase your understanding of e-commerce site development, this book is for you. Primarily aimed at PHP developers, it is suitable for any web developer interested in enhancing their e-commerce knowledge, or developers looking to move towards PHP. Intermediate knowledge of PHP development and object-oriented programming is assumed, and basic knowledge of e-commerce principles will be of benefit too. Effective, readable, and robust codes in PHP About This Book Leverage the newest tools available in PHP 7 to build scalable applications Embrace serverless architecture and the reactive programming paradigm, which are the latest additions to the PHP ecosystem Explore dependency injection and implement design patterns to write elegant code Who This Book Is For This book is for intermediate level developers who want to become a master of PHP. Basic knowledge of PHP is required across areas such as basic syntax, types, variables, constants, expressions, operators, control structures, and functions. What You Will Learn Grasp the current state of PHP language and the PHP standards Effectively implement logging and error handling during development Build services through SOAP and REST and Apache Trift Get to know the benefits of serverless architecture Understand the basic principles of reactive programming to write asynchronous code Practically implement several important design patterns Write efficient code by executing dependency injection See the working of all magic methods Handle the command-line area tools and processes Control the development process with proper debugging and profiling In Detail PHP is a server-side scripting language that is widely used for web development. With this book, you will get a deep understanding of the advanced programming concepts in PHP and how to apply it practically The book starts by unveiling the new features of PHP 7 and walks you through several important standards set by PHP Framework Interop Group (PHP-FIG). You'll see, in detail, the working of all magic methods, and the importance of effective PHP OOP concepts, which will enable you to write effective PHP code. You will find out how to implement design patterns and resolve dependencies to make your code base more elegant and readable. You will also build web services alongside microservices architecture, interact with databases, and work around third-party packages to enrich applications. This book delves into the details of PHP performance optimization. You will learn about serverless architecture and the reactive programming paradigm that found its way in the PHP ecosystem. The book also explores the best ways of testing your code, debugging, tracing, profiling, and deploying your PHP application. By the end of the book, you will be able to create readable, reliable, and robust applications in PHP to meet modern day requirements in the software industry. Style and approach This is a comprehensive, step-by-step practical guide to developing scalable applications using PHP 7.1

Design, build, and maintain a powerful, secure, and complete extension for Magento 2, the world's favorite e-commerce platform About This Book Deploy a complete real-world extension step by step Construct your extension with the best and most up-to-date development methods Learn about team working and code sharing Who This Book Is For If you want to write a specific customization or a large new and full-featured extension on Magento 2, this book is intended for you. You must be an intermediate to professional-level developer in PHP to appreciate this book. What You Will Learn Build a fully-functional complex extension to add new functionality to Magento Register your code with GIT and work with your team Write new layouts and templates Set up a fully configurable grid and forms in the backend Create code unit tests and run them through TDD Propose localized contents Develop optimized extensions for a high-load environment Publish extensions on the Magento Connect Marketplace In Detail Magento has been revealed as the best and the most popular open source e-commerce platform in the world, with about 250k+ online stores. Magento 2 is the most recent version of this awesome toolset: every new and modern development techniques are used to offer a real modular approach and powerful architecture. The book will support you in the writing of innovative and complex extensions. Starting from the beginning, we will cover how to set up a development environment that allows you to be really efficient in your functionality writing, including GIT registering and many other development tools. We then move on to provide a large overview of the best practices to scale your module in a high-load environment. After these foundations, you will see how to use test driven-development (TDD) and unit tests to handle your code. We then build a complex extension together, step by step, and internationally-ready. Next, you will find out how to protect the users' data. Finally, we will take a look a publishing the extension on the new Magento Connect marketplace and how to protect your intellectual property. After you read this book, you will know everything you need to know to become an invaluable extension editor, whether it is for your customers' needs or for your own requirements. Style and approach This book takes a step-by-step approach to developing the extension and learning the new concepts of developments. Each topic is explained sequentially in the process of creating the extension, and punctuated by detailed explanations of the features of the code.

Completely up-to-date for 2018, Magento 2 Explained is a high-quality and fun introduction for beginning Magento users. Learn Magento step-by-step from top trainer and best selling author Stephen Burge. Key Features Up-to-Date: Magento 2 Explained is always up-to-date. Clear instruction: You will follow plain English, clear visuals and enjoyable step-by-step instructions. Hands-on learning: Burge helps you master Magento 2 by taking you step-by-step in building a complete Magento site. Book Description Magento 2 is amazingly powerful ecommerce software. But many newcomers find it confusing, and most Magento 2 books are just too complicated to help. If you want to spend less time struggling with complex instructions, and more time building sites that make you proud, this is the book for you! Stephen Burge has taught thousands of beginners - and thousands more who've experimented with Content Management Systems and Magento but haven't mastered the software yet. Nobody knows more about guiding Magento users up the learning curve - from confusion to results! Burge and the OStraining team make learning fun. Like their online training, you learn by following enjoyable, step-by-step instructions. OStraining books are written in plain English and are supported by plenty of online documentation and videos. Magento 2 Explained requires absolutely no experience with Magento, content management, website construction, programming, scripting, or even HTML. Please note: This book is 100% aimed at Magento beginners. What You'll Learn You'll master Magento 2 hands-on, through a complete case study, crystal-clear visuals, simple explanations, and on-target analogies, all extensively tested with real Magento beginners. Burge walks you through installing Magento 2, planning sites that are easy to use and manage, adding content, and incorporating powerful site features without programming. Finally, Burge shows you how to run your site securely and efficiently, no matter how big or popular it becomes! About the Author Stephen Burge has split his career between teaching and web development. He now runs OStraining.com, which specializes in teaching website development. OStraining.com's clients include Apple, Pfizer, and the U.S. Departments of Energy, Education, and Commerce. Burge's books are some of the world's best-selling guides to the software they cover. His books include: Joomla Explained (Addison - Wesley, 2011) Drupal 7 Explained (Addison - Wesley, 2013) Joomla 3 Explained (Addison - Wesley, 2014) MySQL Explained (OStraining, 2015) Drupal 7 Explained (OStraining, 2017) Drupal 8 Explained (OStraining, 2017) Joomla 3 Explained (OStraining, 2017) Multilingual Joomla Explained (OStraining, 2017) Magento Explained

(OSTraining, 2017) WordPress Explained (OSTraining, 2017) WooCommerce Explained (OSTraining, 2017)

Design, develop, and deploy feature-rich Magento online stores with PHP coding Extend and customize the Magento e-commerce system using PHP code Set up your own data profile to import or export data in Magento Build applications that interface with the customer, product, and order data using Magento's Core API Packed with examples for effective Magento Development In Detail Magento is the most powerful e-commerce solution around and has gained popularity in a short period of time. You can create and manage online stores using the extensive suite of powerful tools it offers. However, because of its powerful features, developing with Magento can be easier said than done. This book will show you how to develop better and do more with the Magento. You will be able to extend and customize modules for the Magento system without editing the core system code. It will show you how to create both basic and advanced functionality modules for your store and help you turn your ideas for extending Magento into reality by building modules from scratch. This book starts by walking you through the server requirements for installing Magento making sure Magneto's installation and upgrade process can fit into your workflow and suit your hosting environment setup. Then it runs through the architecture behind Magento's system, covering the core file structure and how the template system works. You'll also learn how to build a basic shipping module, payment module, and a brand management module for Magento. As you delve deeper into the book you will learn how to integrate your favorite CMS into Magento for data portability. By the end of the book you will be able to take your basic knowledge of Magento and turn it into something advanced that will help you develop turn your ideas for extending Magento into reality.

This book is for programmers who want to learn about real-time communication and utilize the full potential of WebRTC. It is assumed that you have working knowledge of setting up a basic telecom infrastructure as well as basic programming and scripting knowledge.

Follow the creation of a sample Magento Mobile application with plenty of screenshots and practical examples to guide you along the way. This book is great for Magento store owners and administrators that want to expand their business to mobile platforms with minimal investment. Also this is an irreplaceable manual for Magento developers when configuring Magento Mobile applications for clients.

Discover what you need to know to build your own profitable online stores using the power of Magento 2! About This Book Set up and manage your very first online store with a friendly and engaging approach using Magento 2 Create your own shipping rates matrix and connect to shippers such as UPS, FedEx, and USPS Create reports to track store sales, customer activity, and statistics Who This Book Is For Have you been trying to create a website without luck using different platforms, but have never tried Magento before? Then this book is for you. Familiarity with programming and Magento 1 will help, but is not a prerequisite. What You Will Learn Build your first web store in Magento 2 Migrate your development environment to a live store Configure your Magento 2 web store the right way, so that your taxes are handled properly Create pages with arbitrary content Create and manage customer contacts and accounts Protect Magento instance admin from unexpected intrusions Set up newsletter and transactional emails so that communication from your website corresponds to the website's look and feel Make the store look good in terms of PCI compliance In Detail Do you have a good product to sell but need your start-up to sell it to your potential customers the right way? Were you unhappy with what Magento 1 had to offer and are looking forward to trying out what Magento 2 provides? If either of these questions ring a bell, then this book is for you! You'll start by getting a general understanding of what Magento is, why and how you should use it, and whether it is possible and feasible to migrate from an old web store to Magento 2. We'll introduce you to the main e-commerce concepts and basic features and let you play with them, so you can get a taste of how catalog and content management works. Following on from that, we'll show you how to tune your store up. You will learn how to get web store offers up and running, how to offer various discounts in the catalog, how to let the customers reduce the total price in the shopping cart by combining different products, and how to generate coupon codes that customers can use. Finally, we'll get serious and turn your plaything into a real web store, teaching you how to run it for real. Style and approach This book is a step-by-step guide to creating your first online store from scratch using Magento 2.

Create stunning and responsive Magento 2 themes for your business About This Book Realize the full potential of theme design in Magento 2 Design attractive themes for your e-commerce store to make them stand out amongst the crowd Practical skills and examples ensure you can take what you've learnt to your own projects – limited only by your own creativity! Who This Book Is For This book is for web designers and developers with existing knowledge of CSS, HTML, and XML who wish to create themes for Magento 2. Existing Magento 1.x theme designers who now want to develop themes for Magento 2 will also find this book useful. What You Will Learn Implement a local development Magento environment Understand the workings of the Magento theme structure Edit an existing Magento theme to satisfy your business needs Create print strategies for the Magento 2.0 theme Generate specific blocks to improve the Magento 2.0 theme Explore specific Magento programming Methods to improve the Magento 2.0 theme Customize the Magento 2.0 admin panel to create a new Magento 2.0 admin theme Build a Twitter module for Magento 2.0 and integrate Magento 2.0 with social bookmarking In Detail Magento is the e-commerce software and platform trusted by the world's leading brands. Using Magento's powerful theming engine, you can control the look, content, and functionality, and easily launch a flexible e-commerce website. However, because of its powerful features, developing Magento themes is easier said than done. This book aims to leverage the enhancements to theme designing in Magento 2 to the fullest. It will show you how to gear up the performance of your e-commerce website. We begin by introducing Magento 2 and its features along with implementing a local development Magento environment. We then move on to discuss the concepts of the Magento theme structure such as templates, inheritance, customization, and override. Further on, we explore the Magento UI Library, which is a new feature available in Magento 2.0. We will create a new Magento 2.0 theme named MyCake Store using Magento Bootstrap from Maven E-commerce and also create print strategies for the Magento 2.0 theme. We will also create and customize a new theme proposal for the Magento admin panel. At the end, we will integrate Magento 2.0 to Twitter and integrate it with social bookmarking and finally deploy our new Magento 2.0 theme. Style and approach This is a step-by-step guide to customizing the look and feel of your online store by creating stunning and responsive themes from scratch. In addition to creating new themes, the book will also offer guidance on customizing existing themes.

This book - written by Jisse Reitsma - is all about plugins. An entire book on this topic? Yes! Just like components and modules, plugins allow you to quickly extend Joomla. It's the most flexible way to change the behavior of Joomla and add cool extras to your website. In this book, you will learn how to write plugins from scratch. Both beginner and guru will find topics to their

liking. All plugin types and events are covered. The book also helps with XML and framework calls. It does not stop there: design patterns, autoloaders, PHPUnit, JForm additions are also included. Everything you want to know is covered in the book, making it the reference on developing Joomla plugins. All code can be found on GitHub, making it easy for you to start using what you learn.

This book is written in a friendly, beginner's guide style with plenty of step-by-step instructions for installing, configuring, and using Magento to run your own e-commerce site. We will set up an example store in the book with enough information to adapt the instructions according to your needs. This book is for anyone who wants to create an online store using Magento. If you are a non-technical person and are discouraged by the complexity of this powerful e-commerce application, this book is ideal for you. This book would also suit someone with e-commerce knowledge but requires a guide to getting started with Magento.

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.

Maximize the power of Magento 2 to improve your e-commerce business About This Book Strategic planning for maximizing your Magento 2 store's operations and sales. Important guidelines and advice for optimizing your Magento 2 store. Packed with screenshots and step-by-step instructions to leverage the hundreds of Magento 2 features. Who This Book Is For This guide is for store owners who use Magento 2 on a daily basis to operate their online stores. Proprietors will use this guide as a reference for ensuring that they are utilizing the full power of Magento 2. Developers and solution providers will find this guide a helpful tool in identifying opportunities to help their clients navigate the complexity of Magento 2. What You Will Learn Strategies for creating multiple stores within a single Magento installation. Use of complex product types such as bundles, downloadables and virtual products. Configuring payments, shipping and taxes. Accommodating multiple languages and currencies. Installing and configuring themes. Managing content and search engine optimization. Creating promotions, up-sells and cross-sells. Leveraging the customer relationship features of Magento 2. Securing and optimizing your installation. In Detail Magento 2 has been completely re-written and re-designed to take the world's most popular open source e-commerce platform to new heights of productivity and usability. With this overhaul comes improved opportunities to leverage the world's most successful open source e-commerce platform for your online retail and wholesale business. The focus of this book is on operational aspects: those actions you, as a proprietor, can take to give your customers a more delightful shopping experience. In this guide, we delve into all aspects of managing a Magento 2 store, from product creation to marketing, customer management to search engine optimization. This book is not only a step-by-step course in setting up your Magento 2 website, it will be a handy reference as continue to improve and refine your online presence. Style and approach A step-by-step guide where it takes the reader from the planning step all the way through launching a new Magento-powered store by building on the initial sample data included in a default Magento 2 installation. Along the way, we explore using discrete action steps how to leverage the full power of Magento 2 for both simple and advanced uses. Screenshots and step-by-step instructions not only teach the new Magento store administrator, but also serve as a handy reference for the more experienced operators.

Create rich and compelling solutions for Magento 2 by developing and implementing solutions, themes, and extensions About This Book Be proficient in the main functionalities, resources, and system structure of Magento 2 Get to grips with this practical and hands-on guide to raise your web development skills to the next level Packed with several advanced recipes, not just to manage your online store, but to extend and design it as well Who This Book Is For The ideal target audience for this course could be anyone who wants to mould their skills in building amazing e-commerce websites using Magento. We begin right from getting you started with Magento to becoming an expert at building your own online stores with it. What You Will Learn Install and set up the Magento Ecosystem Carry out performance adjustments to speed up your Magento system Transfer your Magento 1 database to Magento 2 using the Magento 2 system tools Build a Magento 2 multi-store by creating a root catalog, subdirectories, and products Design custom themes within the Magento 2 framework Create extensions using Magento 2 Discover what makes Magento 2 different and more powerful In Detail Magento is the leading e-commerce software trusted by world's leading organizations. Used by thousands of merchants for their transactions worth billions, it provides the flexibility to customize the content and functionality of your website. Our Magento Course will help you gain knowledge and skills that are required to design & develop world class online stores. Magento 2 Development Essentials - This book begins by setting up Magento 2 before gradually moving onto setting the basic options of the Sell System. You will learn Search Engine Optimization aspects, create design and customize theme layout, and adjust the Magento System to achieve great performance. Magento 2 Cookbook – This book is divided into several recipes, which show you which steps to take to complete a specific action. It will cover configuring your categories and products, performance tuning, creating a theme, developing a module etc. At the end of this book, you will gain the knowledge to start building a success website. Mastering Magento 2 - This is a comprehensive guide to using the all new features and interface of Magento 2 to build, extend, and design online stores. This book is your roadmap to managing your Magento store which teaches advanced and successful techniques. Focusing on Magento's Community version, this book offers you advanced guidance on managing, optimizing, and extending your store while taking advantage of the new features of Magento 2. This Learning Path combines some of the best that Packt has to offer in one complete, curated package. It includes content from the following Packt products Magento 2 Development Essentials by Fernando J. Miguel Magento 2 Cookbook by Ray Bogman and Vladimir Kerkhoff Mastering Magento 2 by Bret Williams and Jonathan Bowns Style and approach This course begins by setting up Magento 2 before gradually moving on to setting the basic options of the Sell System. You will master Search Engine Optimization aspects, create designs and customize theme layouts, develop new extensions, and adjust the Magento System to achieve great performance. The book covers everything from creating and managing multiple stores to fine-tuning Magento for speed and performance.

Improve your PHP coding productivity with the free compact open-source MVC CodeIgniter framework!

A friendly, tutorial style book, which will help you learn your way through creating a live storefront with nopCommerce in a step-by-step manner. Getting Started with nopCommerce is for anyone who wants to sell products online using nopCommerce. If you are a non-technical person and are discouraged by the complexity of this powerful e-commerce application, then this book is for you.

Get up and running with Magento 2 to create custom solutions, themes, and extensions effectively About This Book Create unique solutions for Magento 2 by developing and implementing solutions, themes, and extensions Be proficient in the main functionalities, resources, and system structure of Magento 2 Get to grips with this practical and hands-on guide to raise your web development skills to the next level Who This Book Is For If you are a PHP developer who wants to improve your skills in e-commerce development by creating themes and extensions for Magento 2, then this book is for you. What You Will Learn Install and set up the Magento Ecosystem Choose the best options for Magento's Sell System features Work with Search Engine Optimization in Magento Create and customize themes for Magento Develop extensions for new Magento functionalities Package extensions to publish in the Magento Connect network Create Magento solutions for mobile devices Carry out performance adjustments to speed up your Magento system In Detail Magento is the e-commerce software and platform trusted by the world's leading brands. Used by thousands of merchants for their transactions worth billions, it provides the flexibility to customize the content and functionality of your website. By strengthening your fundamentals in Magento development, you can develop the best solutions and take advantage of the growing market. This fast-paced tutorial will provide you with skills you need to successfully create themes, extensions, and solutions to Magento 2 projects. This book begins by setting up Magento 2 before gradually moving onto setting the basic options of the Sell System. You will take advantage of Search Engine Optimization aspects, create design and customize theme layout, develop new extensions, and adjust the Magento System to achieve great performance. By sequentially working through the steps in each chapter, you will quickly explore all the features of Magento 2 to create a great solution. With ample examples and a practical approach, this book will ensure your success with this astonishing e-commerce management system. Style and approach This book would be a fast-paced tutorial guide that uses hands-on examples to developing new solutions for Magento e-commerce system. Each topic is explained sequentially in the process of creating a Magento solution, along with detailed explanations of the basic and advanced features of Magento 2.

This book is a practical tutorial, filled with examples, aimed at people with no experience of programming web sites using the Magento system. If you are a PHP developer who wants to understand the architecture of Magento, learn how to extend the system with PHP code, add new features, and integrate Magento with a third-party CMS, this book is for you. You are expected to be a confident PHP 5 developer. No experience of Magento development is expected, although you should be familiar with the operation of Magento. No experience of the Zend framework is expected.

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.

This project-based tutorial gives you a strong foundation and guides you through practical, real-world examples. This book contains valuable insights for both newbies and already established Magento developers. This book is targeted at new and intermediate PHP developers starting afresh with Magento module development.

The target audience for this book are experienced PHP developers wanting to learn about the Magento platform. The book series has three main goals: Help prepare for the Magento Certified Developer Exam (MCD) To be used as a reference for best practices and Magento architecture Give solutions to specific problems in a "developer cookbook" style The book content follows the Magento Certification Study Group Moderator Kit published by Magento. It takes the bare bone exercises and solutions provided by the Study Group Kit and provides insight into the core architecture by researching how a solution may be approached. Then it discusses the example exercise solutions provided with this book. Along the way, many aspects of the Magento architecture are uncovered, thus providing the background knowledge and mindset required to pass the MCD exam. Almost as a side effect readers will find they become more efficient and effective as Magento developers. This first book in the series focuses on the exercises from the Basics and Request Flow section of the Study Group Kit. It covers the following topics: Class name resolution How and why class rewrites work Application Area Emulation The Request Flow Process The Front Controller Database Based Request Rewrites Configuration Based Request Rewrites Action Controller Instantiation The Action Controller Dispatch Process Route Configuration Action Controller Rewrites Action Controller Flags The Event Dispatch Process and Observer Configuration The Configuration XML Loading and Merging Process Setting, Reading and Saving Configuration Values The Magento Application Dispatch Process The Store View Selection Process Approaches for Multi-Website Setups The Customer Session beforeAuthUrl and afterAuthUrl Properties Email Template Placeholders and Variables Custom Email Template Variables

Over 60 recipes that will tailor and customize your experience with Magento 2 About This Book Solve common problems encountered while extending your Magento 2 store to fit your business needs Delve into the exciting and enhanced features of Magento 2 such as customizing security permissions, intelligent filtered search options, easy third-party integration, among others Learn to build and maintain a Magento 2 shop via a visual-based page editor and customize the look and feel using Magento 2's offerings on the go Who This Book Is For This book is for every developer who has knowledge of PHP and wants to extend or customize the functionality of their Magento 2 system. If you have prior experience of the Magento platform, you will find this book useful in exploring the advanced features. What You Will Learn Install a Magento 2 shop with sample data Upgrade the data in a Magento 1 shop to a Magento 2 shop Manage the look and feel of the shop with custom themes Extend the shop with custom functionality such as forms, grids, and more Accelerate your store with some performance tools Build and structure your own shipping module Test your shop with automated tests and manage your product display In

Detail With the challenges of growing an online business, Magento 2 is an open source e-commerce platform with innumerable functionalities that gives you the freedom to make on-the-fly decisions. It allows you to customize multiple levels of security permissions and enhance the look and feel of your website, and thus gives you a personalized experience in promoting your business. Style and approach This book is packed with a wide range of techniques to modify and extend the functionality of your online store. It contains easy-to-understand recipes starting with the basics and moving on to cover advanced topics. Many recipes work with code examples that can be downloaded from the book's website.

Learn how Magento 2, the newest version of the eCommerce platform, works. Aimed at entrepreneurs, marketers, and other experts interested in eCommerce, this book is accessible for anyone who wants to learn how to use Magento with no previous experience. Magento continues to be a top choice for eCommerce solutions in small and large businesses. Magento 2 DIY shows you how to set up and configure Magento for your own project. You will learn how to use extensions, templates and enterprise features. Various techniques are taught in an easy-to-understand way with real-world examples. Get started with Magento 2 using this book. What You Will Learn Set up, configure, use templates, designs and extensions Use the SEO and SMO features of Magento 2 Optimize security and performance Integrate with PIM, ERP, CRM, and other enterprise systems Who This Book Is For Anyone who wants to learn the basics of all aspects of Magento 2. You do not need any previous experience with Magento. "Demystifies object-oriented programming, and lays out how to use it to design truly secure and performant applications." —Charles Soetan, Plum.io Key Features Dozens of techniques for writing object-oriented code that's easy to read, reuse, and maintain Write code that other programmers will instantly understand Design rules for constructing objects, changing and exposing state, and more Examples written in an instantly familiar pseudocode that's easy to apply to Java, Python, C#, and any object-oriented language Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About The Book Well-written object-oriented code is easy to read, modify, and debug. Elevate your coding style by mastering the universal best practices for object design presented in this book. These clearly presented rules, which apply to any OO language, maximize the clarity and durability of your codebase and increase productivity for you and your team. In Object Design Style Guide, veteran developer Matthias Noback lays out design rules for constructing objects, defining methods, and much more. All examples use instantly familiar pseudocode, so you can follow along in the language you prefer. You'll go case by case through important scenarios and challenges for object design and then walk through a simple web application that demonstrates how different types of objects can work together effectively. What You Will Learn Universal design rules for a wide range of objects Best practices for testing objects A catalog of common object types Changing and exposing state Test your object design skills with exercises This Book Is Written For For readers familiar with an object-oriented language and basic application architecture. About the Author Matthias Noback is a professional web developer with nearly two decades of experience. He runs his own web development, training, and consultancy company called "Noback's Office." Table of Contents: 1 | Programming with objects: A primer 2 | Creating services 3 | Creating other objects 4 | Manipulating objects 5 | Using objects 6 | Retrieving information 7 | Performing tasks 8 | Dividing responsibilities 9 | Changing the behavior of services 10 | A field guide to objects 11 | Epilogue Over 50 practical recipes that will help you realize the full potential of Magento in order to build a professional online store About This Book Take advantage of the latest features in Magento 2 to set up an e-commerce store that fits your business needs Packed with several advanced recipes, not just to manage your online store, but to extend and design it as well Written in a cookbook style, you can pick and choose your recipe to carry out your day- to- day Magento store tasks Who This Book Is For The book is for existing Magento users who want to gain further expertise and insights into managing, designing, and extending their online store in Magento to fit their business needs. Working knowledge of Magento and basic familiarity with programming is expected. What You Will Learn Set up a Magento 2 project on Apache or Nginx. Transfer your Magento 1 database to Magento 2 using the Magento 2 system tools. Boost the performance of Magento 2 by enabling different types of caching. Build a Magento 2 multi-store by creating a root catalog, subdirectories, and products. Create and manage pages, blocks, and front-end apps. Manage your Magento store by setting up the correct TAX rules. Design custom themes within the Magento 2 framework. Create basic and advanced extensions using Magento 2. In Detail Magento 2 is an open source e-commerce platform that has all the functionality to function from small to large online stores. It is preferred by developers and merchants due to its new architecture, which makes it possible to extend the functionalities with plugins, a lot of which are now created by the community. This merchant and developer guide is packed with recipes that cover all aspects of Magento 2. The recipes start with simple how-to's then delve into more advanced topics as the book progresses. We start with the basics of setting up a Magento 2 project on Apache or Nginx. Next, you will learn about basics including system tools and caching to get your Magento 2 system ready for the real work. We move on to simple tasks such as managing your store and catalog configuration. When you are familiar with this, we cover more complex features such as module and extension development. Then we will jump to the final part: advanced Magento 2 extensions. By the end of this book, you'll be competent with all the development phases of Magento 2 and its most common elements. Style and approach Step by step guide for real world tasks for Magento users to gain a more advanced insight on managing, extending and designing their e-commerce store to fit their business needs.

This book includes detailed description of product configuration management in Magento; new features implemented within the "Composite Products" story; full developer's guide to internal design implementation; checklists for module and theme developers.

Learn how to develop with the next generation of e-commerce system, Magento. This book will show you how to develop better and do more with the Magento. You will be able

to extend and customize modules for the Magento system without editing the core system code. It will show you how to create both basic and advanced functionality modules for your store and help you turn your ideas for extending Magento into reality by building modules from scratch. Magento is the most powerful e-commerce solution around and has gained popularity in a short period of time. You can create and manage online stores using the extensive suite of powerful tools it offers. However, because of its powerful features, developing with Magento can be easier said than done.

This collection of articles and blog entries is representative of the full spectrum of commerce-related content we've published on PayPal's Developer Network over the past year. You will find tutorials and quick reference pieces for developers. With the creation of x.commerce we have expanded our coverage to address the needs of eBay and Magento developers and you can expect to see more content focused on helping both the developer and merchant communities in the coming year. Our team has covered a wide variety of topics including building mobile shopping carts, QR codes, working with various PayPal APIs, including how to integrate PayPal with other technologies such as WordPress. Three main themes have emerged in the commerce world today: Mobile, Social, and Local. Expect to see more coverage of these in the coming months.

A collection of straightforward and practical recipes filled with examples to build a faster and more impressive Magento store. The recipes will provide you stepbystep instructions for installing, customizing, and managing your Magento store. If you are a developer with minor PHP knowledge and you want to start with Magento development, this book is for you. With its specially tailored recipes, we will guide you from simple development in Magento to the more advanced stuff. Even if you are an experienced Magento developer, some recipes in this book will interest you. The other recipes will serve as a good reference to look at.

Readers can take their PHP skills to the next level with this fully revised and updated PHP Advanced: Visual QuickPro Guide, Third Edition! Filled with fourteen chapters of step-by-step content and written by bestselling author and PHP programmer Larry Ullman, this guide teaches specific topics in direct, focused segments, shows how PHP is used in real-world applications. The book teaches developing web applications using advanced PHP techniques and advanced database concepts, and this edition offers several chapters devoted to object-oriented programming and all-new chapters on debugging, testing, and performance and using the Zend framework. Author hosts a popular companion website at www.larryullman.com, where readers can freely download code used in the book, access a user forum and book updates, and get advice directly from the author.

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.

Utilize the power of modular programming to improve code readability, maintainability, and testability About This Book This book demonstrates code reusability and distributed development to get high speed, maintainable, and fast applications It illustrates the development of a complete modular application developed using PHP7 in detail This book provides a high-level overview of the Symfony framework, a set of tools and a development methodology that are needed to build a modular web shop application Who This Book Is For This step-by-step guide is divided into two sections. The first section explores all the fundamentals of modular design technique with respect to PHP 7. The latter section demonstrates the practical development of individual modules of a web shop application. What You Will Learn Discover the new features of PHP 7 that are relevant to modular application development Write manageable code based on the GoF design patterns and SOLID principles Define the application requirements of a working modular application Explore the ins and outs of the Symfony framework Build a set of modules based on the Symfony framework that comprise a simple web shop app Use core modules to set the structure and dependencies for other modules to use Set up entities that are relevant to the module functionality and see how to manage these entities In Detail Modular design techniques help you build readable, manageable, reusable, and more efficient codes. PHP 7, which is a popular open source scripting language, is used to build modular functions for your software. With this book, you will gain a deep insight into the modular programming paradigm and how to achieve modularity in your PHP code. We start with a brief introduction to the new features of PHP 7, some of which open a door to new concepts used in modular development. With design patterns being at the heart of all modular PHP code, you will learn about the GoF design patterns and how to apply them. You will see how to write code that is easy to maintain and extend over time with the help of the SOLID design principles. Throughout the rest of the book, you will build different working modules of a modern web shop application using the Symfony framework, which will give you a deep understanding of modular application development using PHP 7. Style and approach This book is for intermediate-level PHP developers with little to no knowledge of modular programming who want to understand design patterns and principles in order to better utilize the existing frameworks for modular application development.

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