



# Mastering Magento

*Bret Williams*

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## **Mastering Magento** Bret Williams

Maximize the power of Magento: for developers, designers, and store owners

- Learn how to customize your Magento store for maximum performance
- Exploit little known techniques for extending and tuning your Magento installation.
- Step-by-step guides for making your store run faster, better and more productively.

### **In Detail**

Magento, the most popular open source e-commerce platform in the world, is both amazingly powerful and astoundingly complex. Learn from an experienced Magento "master" how to leverage the full power of Magento.

MASTERING MAGENTO is the perfect companion guide for both newcomers and experienced Magento users. Designers, developers and store owners alike will have a better understanding of how Magento works, and how to take advantage of Magento's immense power to create online stores that help you sell.

From planning your Magento installation through advanced techniques designed to make your store as successful as possible, this book is a roadmap for 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. Learn how to manage categories, products, design themes, extensions and more.

Using real-world examples, screenshots and personal insights, you'll learn to truly master Magento.

### **What you will learn from this book**

- Learn to create a solid plan for your Magento store.
- Gain a better understanding of how Magento manages multiple websites and stores in a single installation.
- Learn how to localize Magento for multiple languages and currencies.
- Learn the little-known techniques for customizing designs and layouts.
- Get more speed and performance from your Magento store using only a few simple techniques.
- Learn how to leverage Magento's SEO features for better search rankings.
- Learn how to build and manage Content Managed (CMS) pages and content.
- Includes a complete configuration guide for launching your new Magento store.

### **Approach**

Written in a step by step tutorial style with plenty of insider insights along the way.

### **Who this book is written for**

Web designers, developers or ecommerce store-owners, who design or manage Magento stores for their clients.

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The event that you get from Mastering Magento could be the more deep you looking the information that hide inside words the more you get serious about reading it. It does not mean that this book is hard to know but Mastering Magento giving you thrill feeling of reading. The author conveys their point in certain way that can be understood simply by anyone who read this because the author of this reserve is well-known enough. This particular book also makes your personal vocabulary increase well. It is therefore easy to understand then can go along with you, both in printed or e-book style are available. We suggest you for having this specific Mastering Magento instantly.

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People live in this new moment of lifestyle always try and and must have the extra time or they will get lots of stress from both everyday life and work. So , if we ask do people have extra time, we will say absolutely yes. People is human not just a robot. Then we request again, what kind of activity are you experiencing when the spare time coming to you of course your answer will probably unlimited right. Then do you try this one, reading textbooks. It can be your alternative throughout spending your spare time, the particular book you have read is actually Mastering Magento.

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