



Magento 1 DIY

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Condition: New. Publisher/Verlag: Springer, Berlin | Learn how Magento 1 works and how to manage it via easy and advanced techniques. Magento continues to be a top choice for eCommerce solutions in small and large businesses, and many systems are still running on Magento 1.x. This book is specifically designed for these versions. Aimed at entrepreneurs, marketers, and other experts interested in eCommerce, Magento 1 DIY shows you how to set up and configure Magento 1 for your own project. You will also learn how to use extensions, templates and enterprise features guided by easy-to-understand, real-world examples. What You Will Learn: Set up, configure, use templates, designs and extensionsOptimize security and performanceIntegrate 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. You do not need any previous experience with Magento. | 1. Setup.- 2. Sales Generation.- 3. Growth.- 4. Enterprise.- 5.Custom Magento Development. | Format: Paperback | Language/Sprache: english | 402 gr | 234x160x18 mm | 229 pp.

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