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Soggetti	Electronic commerce - Computer programs Web sites - Design
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Note generali	Includes index.
Nota di contenuto	<p>""Cover ""; ""Copyright""; ""Credits""; ""About the Author""; ""About the Reviewers""; ""www.PacktPub.com""; ""Table of Contents""; ""Preface""; ""Chapter 1: Magento Fundamentals for Developers ""; ""Zend Framework a€? the base of Magento""; ""The Magento folder structure""; ""Modular architecture""; ""Autoloader""; ""Code pools""; ""Routing and request flow""; ""The Magento version of MVC ""; ""Models""; ""Views""; ""Dissecting a layout file""; ""Controllers""; ""Websites and store scopes""; ""Factory names and functions""; ""Events and observers""; ""Event dispatch""; ""Observer bindings""</p> <p>""Summary""""Chapter 2: ORM and Data Collections ""; ""Magento Model anatomy""; ""It's magic a€? methods ""; ""The EAV model ""; ""What is EAV?""; ""Retrieving the data""; ""Working with Magento collections ""; ""Get product collections only from a specific category""; ""Get new products added since X date""; ""Get bestseller products""; ""Filter the product collection by visibility ""; ""Filter products without images ""; ""Add multiple sort orders""; ""Using Direct SQL""; ""Reading""; ""Writing""; ""Summary""; ""Chapter 3 : Frontend Development""; ""Extending Magento""; ""Scenario""</p> <p>""Features""""Further improvements""; ""Hello Magento!""; ""XML module configuration""; ""Models and saving data""; ""Creating the models""; ""Setup resources""; ""Defining a setup resource""; ""Creating the</p>

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"Back to the configuration""The grid widget"; "Managing the
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"Chapter 7: Deployment and Distribution "; "The road toward zero-
downtime deployment"
"Making it right from scratch"

Sommario/riassunto

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.
