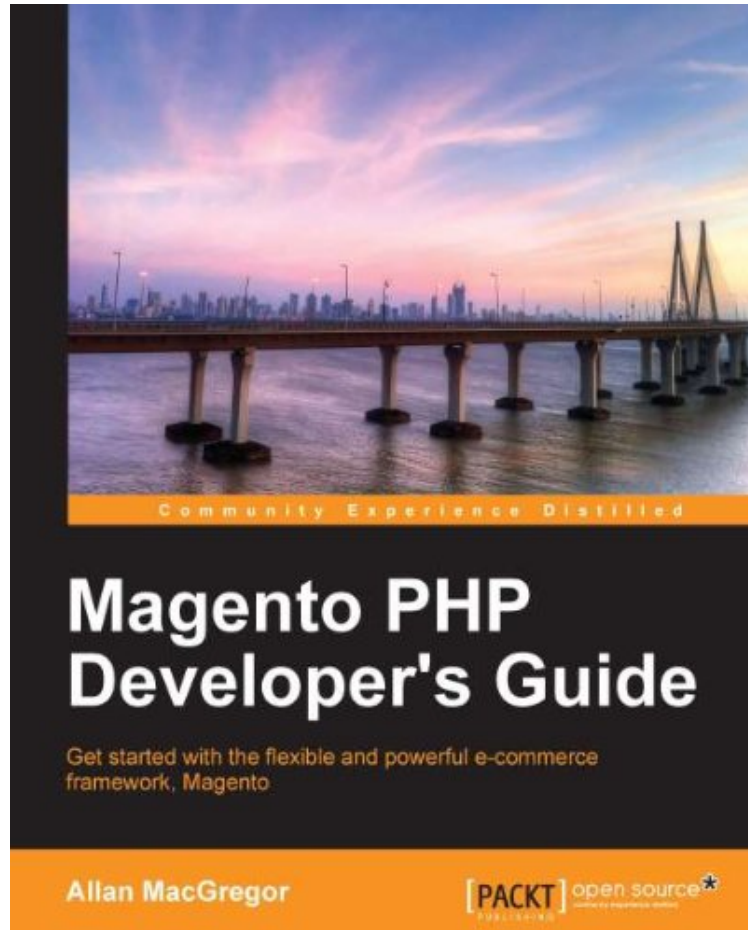


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## Magento PHP Developer's Guide

Allan MacGregor

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**Allan MacGregor : Magento PHP Developer's Guide** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Magento PHP Developer's Guide:

1 of 1 people found the following review helpful. Incomplete, ErrorsBy Daniel JosephThis is definitely the makings of a decent book to get you going with Magento development. It starts you out with an understanding of the architecture, and then quickly gets you into building out a full project, front and back end. Where this book falls short is at the end of one chapter, he says there isn't enough room to finish, so he refers you to his web site. The web site does continue the project, but there are problems along the way, and I shouldn't have had to leave the book. Going back into the book, there are a lot of errors to work through. There aren't a lot of other Magento books, so this isn't a bad direction to go, but its clearly confusing. Be cautious.1 of 1 people found the following review helpful. Good content, poor formatting.By rmb9rx58I agree with pretty much all of the positive and negative reviews here for this book, which is a rarity for me. I'm learning Magento, and this book has been really helpful overall, but the formatting and lack of table of contents is quite maddening. I think it's in the interest of the author to address these issues and republish, because the content of the book is quite good from my perspective as an advanced developer with limited Magento

experience.5 of 6 people found the following review helpful. Badly Written Book, But I am still keeping itBy Anup V. SaumithriHers's whats wrong with this book:1. Nonexistent theoretical background: Theory is very important for understanding any framework.2. Cryptic and poorly organized: Chapters are poorly organized and logical flow and progression is badly lacking.3. Misses some important concepts: Where is Magento themeing? Its the most important aspect of any e-commerce platform (customer facing).4. Inconvenient Solutions: Much of the examples is based off of Vagrant Chef. How many times have you heard of it?5. Spelling Mistakes: As common as snow in Alaska (Borrowed this phrase from C++ for Dummies :) ).The author has just two poorly organized chapters on front end and back end development - Thoroughly frustrating to read them.Not only don't you not learning anything but you have to fall back on Magento tutorial on their website to get any bearings on whats going on.Bottom Line: Not worth its price tag. It more like a 10\$ book. Dont be tricked into reading all the 5 \*\*\*\*\* comments first (thanks to )But: I am going to keep the book - not returning it. At least it serves as extra source of information when info about Magento is so sparse.

In DetailMagento has completely reshaped the face of e-commerce since its launch in 2008. Its revolutionary focus on object oriented and EAV design patterns has allowed it to become the preferred tool for developers and retailers alike."Magento PHP Developer's Guide" is a complete reference to Magento, allowing developers to understand its fundamental concepts, and get them developing and testing Magento code.The book starts by building the reader's knowledge of Magento, providing them with the information, techniques, and tools that they require to start their first Magento development.After building this knowledge, the book will then look at more advanced topics: how to test your code, how to extend the frontend and backend, and deploying and distributing custom modules."Magento PHP Developer's Guide" will help you navigate your way around your first Magento developments, helping you to avoid all of the most common headaches new developers face when first getting started.Approach"Magento PHP Developer's Guide" is an easily accessible tutorial, designed and written to give the reader maximum understanding of the powerful Magento framework.Who this book is forThis book is written for developers who have previous experience with PHP and PHP frameworks, such as Zend or CakePHP, and want to start developing and working with Magento. Even developers with previous experience with Magento will find the book extremely useful to gain a full understanding of Magento fundamentals, architecture, and overall philosophy.

About the AuthorAllan MacGregor Allan MacGregor is a Magento Certified Developer Plus with four years of Magento experience. He also has a certification in Linux System Administration by IBM. He started working with Magento as a freelance looking for a better framework to build e-commerce solutions, and he is now the Magento Lead Developer at Demac Media ([www.demacmedia.com](http://www.demacmedia.com)). He's very passionate about software development in general. He is constantly working with new technologies and frameworks. 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 ([www.triplecheck.io](http://www.triplecheck.io)), a unique service for monitoring and auditing the code health of a Magento store. You can also follow him on Twitter at <http://www.twitter.com/allanmacgregor>.