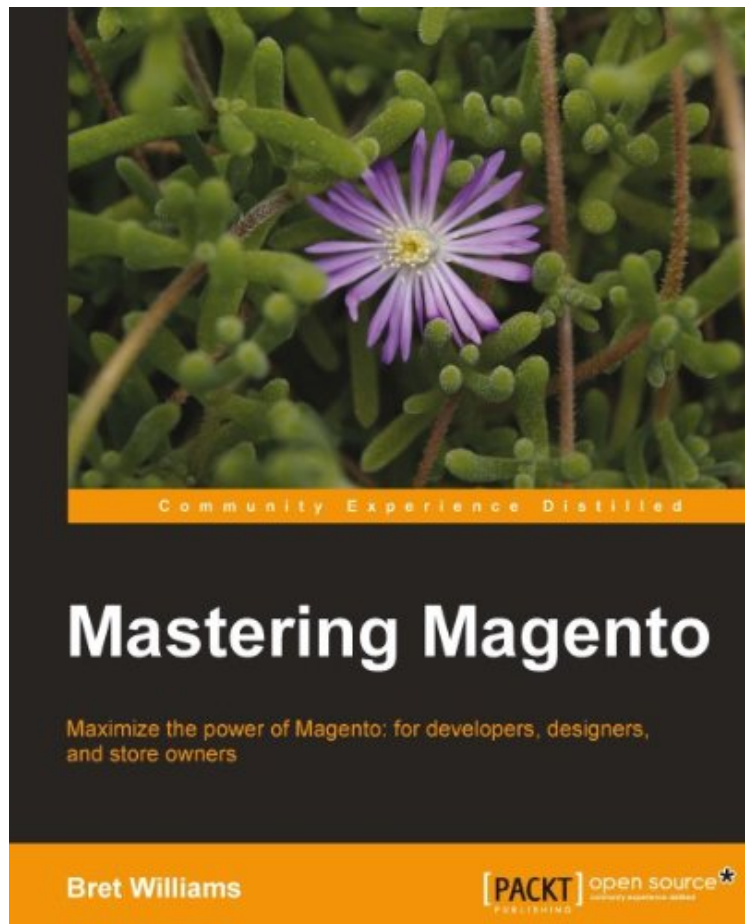


Mastering Magento

Bret Williams

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Bret Williams : Mastering Magento before purchasing it in order to gage whether or not it would be worth my time, and all praised Mastering Magento:

10 of 11 people found the following review helpful. Not what I expectedBy jleeThe book was well written and had some high points but as a whole I was left disappointed.If you want the VERY ground level basic concepts of starting your own Magento E-commerce site this might be a fair introduction. But it is FAR from a book that helps you "Master" magento. It would be better titled "Intro to Magento".For what it is, it is a good book and might help a business self-starter get off the ground. But if you plan to do ANY Magento programing or customization there is a brief chapter on theming and there is only one broad chapter on Magento programming. If you want to create Magento modules this book will do little to help.0 of 0 people found the following review helpful. Five StarsBy CustomerArrived on time and as expected3 of 4 people found the following review helpful. Well written, but definitely not "Mastering"By PhotographyLoverIt's a struggle on whether to give this 3 or 4 stars, but I feel like 3 is a better representation of the total value of the book based on the fact that it bills itself as a way to "Master" this system. 3.5 would be what I'd say if allowed half stars.The information that's in the book is very, very good. Bret does a great

job presenting the information in a detailed but understandable manner, and his coverage is very broad (just not deep). It is definitely one of the best Magento books currently published, which perfectly illustrates the current (sad) state of affairs when it comes to non-internet sources of Magento information. That being said, it is billed as a book to "master" Magento. That is an out-and-out untruth. You will not know how to master Magento after reading this book. A better title would be "Scratching the Surface of Magento", or "Getting Started with Magento". I can't fault the author...it's a HUGE and complex system. But if you're going to say "mastering", then you should mean it. What he includes is great and well-written, but please be prepared to supplement heavily with other information sources if you want to progress beyond the basics.

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.

About the Author After 15 years in advertising and political consulting, Bret Williams dove into a new marketing venue in 1995 called the Internet. Over the intervening years, Bret and his team at Novusweb created the first site with live coverage of a major sporting event, the first car dealer website to provide online customization and pricing, and an innovative rapid-development process. In 2005, Bret and his wife, Cyndi, launched their first owned e-commerce site, which almost immediately became a leader in its niche. Since then, Bret has worked to research and identify open source platforms that can provide the features and functions necessary for online retail success. Today, Bret and the Novusweb team continue to develop online marketing solutions for their own company as well as select clients all across America.