



Zen Cart: E-commerce Application Development: A step-by-step developer's guide

Suhreed Sarkar

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This book will teach you how to install, configure, and customize your e-commerce shop using popular open-source Zen Cart and how to use its promotion and public-relations tools to attract customers to the shop. It will also teach you to customize the look and feel of your Zen Cart shop by localizing and customizing templates. This book is primarily for professional developers interested in building, enhancing, or extending Zen Cart sites for customers. It is also a useful reference for those who have got Zen Cart running on their own store, and want to improve it. It will also benefit those who want to migrate from osCommerce or other engines to Zen Cart.

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