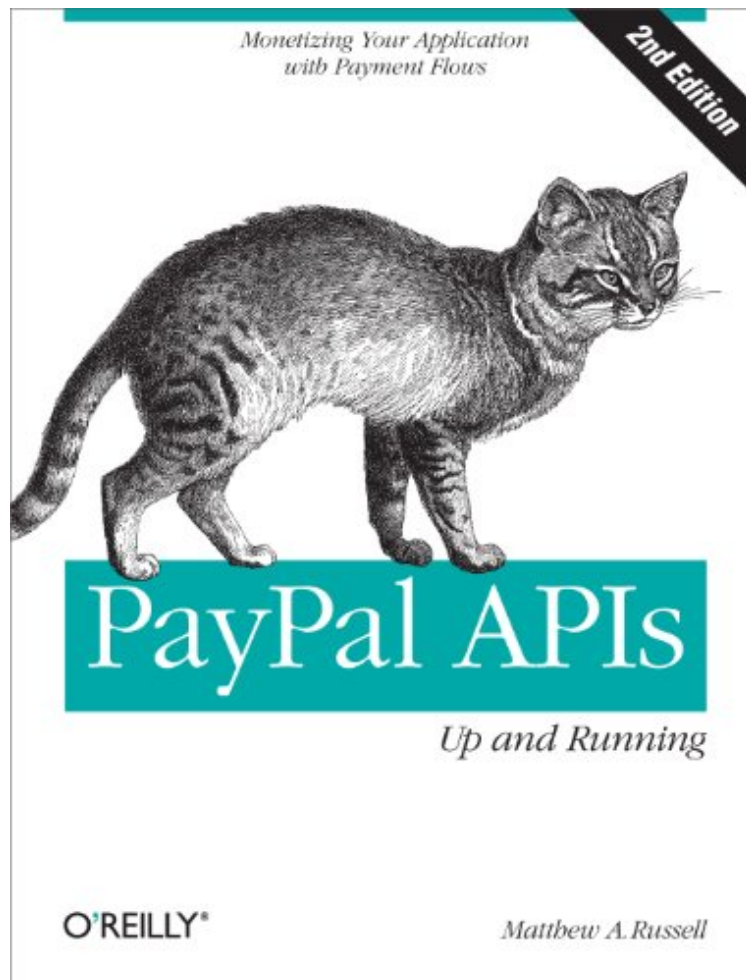


PayPal APIs: Up and Running: Monetizing Your Application with Payment Flows

Matthew A. Russell

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If your web application's success depends on how quickly and easily users can make transactions, PayPal APIs provide effective solutions you can't afford to overlook. This concise book takes you hands-on through several options to help you determine the best choice for your situation, whether you're collecting money via websites or mobile apps for products and services, donations, or anything else.In each chapter, you'll work with a different PayPal API by integrating it into the book's sample application, using Python and the Google App Engine framework. This expanded edition introduces two new options: Express Checkout for Digital Goods and Instant Payment Notifications, complete with sample project code. By the end of this book, you'll understand how to take full advantage of PayPal and its powerful features.Learn PayPal API basics, and get an introduction to Google App EngineExplore the Express Checkout option, and understand what distinguishes it from other generic workflowsTailor Express Checkout for electronic documents, videos, and other "in app" digital purchasesApply the Adaptive Payments option for transactions that involve multiple recipientsEmbed the payment process into your site with no mention of PayPal, using Website Payments ProUse the Instant Payment Notifications you receive as triggers to take follow-up action

About the AuthorMatthew Russell, Vice President of Engineering at Digital Reasoning Systems (<http://www.digitalreasoning.com/>) and Principal at Zaffra (<http://zaffra.com>), is a computer scientist who is passionate about data mining, open source, and web application technologies. He's also the author of *Dojo: The Definitive Guide* (O'Reilly).