

PHP 5 e-commerce Development

Michael Peacock

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Michael Peacock : PHP 5 e-commerce Development before purchasing it in order to gauge whether or not it would be worth my time, and all praised PHP 5 e-commerce Development:

7 of 7 people found the following review helpful. All of this is true, but...By Maarten BalliauwThe book promises the following:
*Build a flexible e-commerce framework using PHP, which can be extended and modified for the purposes of any e-commerce site
*Enable customer retention and more business by creating rich user experiences
*Develop a suitable structure for your framework and create a registry to store core objects
*Promote your e-commerce site using techniques with APIs such as Google Products or web services, SEO, marketing, and customer satisfaction
All of this is true, but...
1.The book does not make use of an existing framework. There are tons of them out there, so why re-invent the wheel to do specific tasks if someone already did that and tested and fine-tuned it.
2.The book does make use of a custom, application-specific framework. However, the design of the framework is not clean enough in my opinion. It is based on MVC, yet it does have some portions of code that are sitting in the wrong place... SQL code in the controllers, no real abstraction of the data layer, ...
3.Inexperienced PHP developers will not learn the best-practices from this book.
Not all is negative of course! The writing style is good and provides an easy read. Next to that, all

concepts and pitfalls that go with building an online commerce site are well explained. Still, my advise on this book would not be "buy it". 4 of 5 people found the following review helpful. Roll your own E-commerce Framework By John Pantoja I was asked to review this book on behalf of the publisher, Packt Publishing and received this book free of charge. All that follows is my honest opinion or perspective. In a time where E-commerce seems to be the buzz on the inter-webs, new online stores popping up every day, where do you begin? There are tons of e-commerce frameworks out there, how do you begin to fathom the core logic of it all? If I choose a framework, how easy is it to learn, to tailor to my needs? Enter "PHP 5 e-commerce development", a book written by Michael Peacock. The goal of this book is to give you perspective on creating your own framework that you know and understand. To give our framework some forethought into making it extensible, containing features essential to any e-commerce framework. This book will get you on your way to understanding what makes e-commerce tick. Though the language of choice in this book is PHP, any web developer would find the information contained easy to understand, regardless of what language you prefer. To those that are not familiar with object oriented programming, you may find the code a little hard to follow, but do not let that scare you off, the concepts are universal. The author, Michael Peacock, is very generous with sharing his thoughts and knowledge of e-commerce. Source code is either documented with his thoughts or explained in context as the chapters parallel our development cycle. Nearly every concept or feature I have seen in online stores is covered, he also shares thoughts on what else we could add to further enhance our code. Be forewarned, chapter thirteen is meant as a primer as administration is a whole book on it's own, he does provide some SQL code to assist us. Though I did not agree on some of his choices with regards to coding and database design, the framework he presents is solid and robust. Again the goal of this book is to assist you in creating your own framework, it accomplishes just that. I wish the author was able to cram a bit more into the already packed 356 page book. When I do development my own framework, this will be the book I will look back as a quick reference. Do not take my word for it, the publisher has a sample chapter available on their site so if anything give it a look over. 4 of 6 people found the following review helpful. Long on e-commerce insites, short on PHP 5 instructions By Amanda Wagner The title of this book is a little misleading-- I found it to be all about e-commerce, little about PHP 5. (Though all the source code given is PHP 5, it is not a book to teach the reader PHP). It is a very good resource for anyone that needs to run an e-commerce site. The author provides a brief explanation of why you'd want to write your own e-commerce site, then provides explanations for the handful of design patterns the book will use. Once that's out of the way, it's off to the races as the book builds a rudimentary e-commerce site in the next chapter then incrementally builds on it to provide a very feature-rich web site. The book covers everything you'd want in a commerce site, to include Products, Categories, User Accounts, Payments, Vouchers, Discounts, User Reviews, Search, etc. etc. The author clearly has given a lot of thought to enumerating the features you'd want and provides very readable examples of how each of these can be implemented. The book finishes with recommendations on some odds and ends like lost password recovery and connecting to external services. I found the source code (and Database DDL) to be well written and very easy to understand. Even if you're not a PHP coder, you should find little problem in understanding the source code. If you're looking for a book to teach you PHP 5, this isn't the right book for you. But if you're looking for a book to teach you about building an MVC application (or an e-commerce site) the book will have something for you.

This is a fast-paced tutorial focusing on creating a framework and using it to build an online store through an ongoing case study. Later chapters include examples to illustrate how easily the framework can be adapted for different situations. The framework and code are enhanced and built upon with each chapter, adding more and more functionality. If you are a web developer, or anyone looking to increase your understanding of e-commerce site development, this book is for you. Primarily aimed at PHP developers, it is suitable for any web developer interested in enhancing their e-commerce knowledge, or developers looking to move towards PHP. Intermediate knowledge of PHP development and object-oriented programming is assumed, and basic knowledge of e-commerce principles will be of benefit too.

About the Author Michael Peacock is a web developer from Newcastle, UK and has a degree in Software Engineering from the University of Durham. After meeting his business partner at Durham, he co-founded Peacock Carter, a Newcastle based creative consultancy specializing in web design, web development and corporate identity. Michael loves working on web related projects. When he is not working on client projects, he is often tinkering with a web app of his own. He has been involved with a number of books, having written two books himself (and working on his third): Selling online with Drupal e-Commerce Packt, and Building websites with TYPO3 Packt. He has also done technical reviews of two other books: Mobile Web Development Packt, and Drupal Education E-Learning Packt.