



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

By 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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Editorial Review

About the Author

Suhreed Sarkar-IT consultant, trainer, and technical writer-studied Marine Engineering, served on board a ship for two years, then switched to the computer world with MCSE in Windows NT 4.0 track late in 2000. His latest field of study is business management and he has earned an MBA from the University of Dhaka. He has a bunch of BrainBench certifications including PHP4, Project Management, RDBMS Concepts, E-Commerce, Web Server Administration, Internet Security, Training Development, Delivery and Evaluation, and Technical Writing. As a trainer, he has taught courses on web design, development, and e-commerce. He also delivers lectures on MIS and e-business in public and private universities in Bangladesh. Being passionate about learning and teaching new skills, he prefers hacking and teaching to actual coding for clients. As a consultant and trainer he has experience consulting for some international organizations including the United Nations, where he helped clients building and adopting their enterprise portals, large scale databases, and management information systems. He is the best-selling technical author in Bengali-having a dozen books published on topics covering web development, LAMP, networking, and system administration. As an open-source enthusiast, he is active in different forums and takes every chance to promote open-source CMSs and shopping carts including Joomla, Mambo, Moodle, WordPress, osCommerce, Zen Cart, etc. While not busy with hacking some apps, blogging on his blog (blog.suhreedsarkar.com), reading the philosophy of Bertrand Russell or the management thought of Peter F Drucker-he likes to spend some special moments with his family-wife, son, and daughter. Suhreed lives in Dhaka, Bangladesh with his family.

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