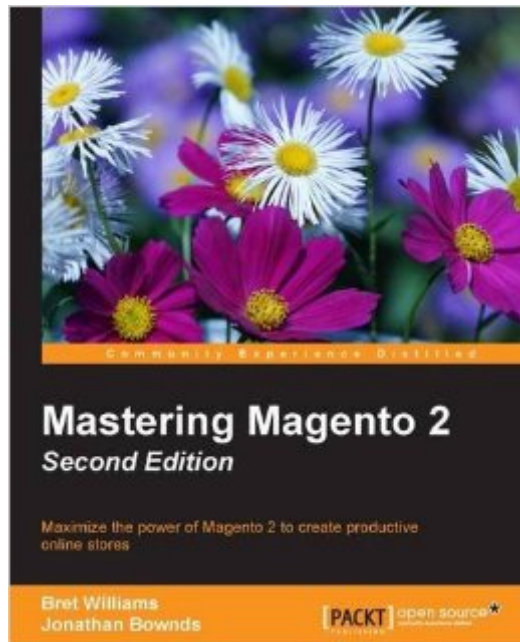


The book was found

# Mastering Magento 2 - Second Edition



## Synopsis

**Key Features** Updated for Magento 2, this book offers a comprehensive coverage of all the new features of Magento to build modern online stores Exploit little-known techniques to extend, tune, and manage your Magento installation Detailed coverage to make your store run faster, better, and more productively

**Book Description** The long-awaited release of the world's most popular online solution, Magento 2, is now out with an all new interface and several enhancements. This book offers you advanced guidance on managing, optimizing, and extending your store while taking advantage of the new features of Magento 2. This is a comprehensive guide to using the all new features and interface of Magento 2 to build, extend, and design online stores. From planning your Magento installation through to advanced techniques designed to make your store as successful as possible, this book is your roadmap to managing your Magento store. Focusing on Magento's Community version, the book covers everything from creating and managing multiple stores to fine-tuning Magento for speed and performance. You'll learn how to manage categories, products, design themes, extensions, and more.

**What You Will Learn** Discover what makes Magento 2 different • and even more powerful Develop strategies to create multi-store environments Find out how to create themes and extend the functionality of Magento 2 Create sound development practices to insure code integrity and security Know the why, as well as the how, behind using Magento 2

**About the Author** Bret Williams, for over 20 years, has engineered the creation of hundreds of websites, including many profitable e-commerce properties and several Internet firsts. Beginning with version 1.3 of Magento CE, Bret began an odyssey of becoming one of the foremost experts on leveraging Magento to build successful online businesses. Today, as CEO of novusweb llc, Bret continues to provide e-commerce management services from his office in Austin, Texas. Bret authored the wildly popular *Mastering Magento*, and he is the co-author of *Magento 2 Administrator's Guide* (Packt Publishing) with his wife and business partner, Cyndi. His company also owns *MageDaily.com*, a Magento news and reviews blog, and *MageRevolution.com*, which sells Magento enhancements

Jonathan Bownds is an e-commerce professional living in the sunny climes of Austin, Texas. He got his start working in technology around 1998, and he promptly gravitated toward Linux, system administration, security, and open source projects. He's been embroiled in something related to one of these topics ever since. He is currently a partner at Praxis Information Science ([www.praxisis.com](http://www.praxisis.com)), a web development company that specializes in tackling interesting Magento problems and helping merchants make a go of it in the wild and woolly frontier of e-commerce. Beside work, he enjoys spending time with his wife and two boys, playing tennis, reading, and in an ongoing search for the best breakfast taco in Texas.

**Table of Contents** Planning

for Magento  
Installing Magento 2  
Managing Products  
Designs and Themes  
Configuring to Sell  
Managing Non-Product Content  
Marketing Tools  
Extending Magento  
Optimizing Magento  
Advanced Techniques  
Pre-Launch Checklist

## Book Information

Paperback: 340 pages

Publisher: Packt Publishing - ebooks Account; 2nd Revised edition edition (June 28, 2016)

Language: English

ISBN-10: 1785882368

ISBN-13: 978-1785882364

Product Dimensions: 7.5 x 0.8 x 9.2 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #576,980 in Books (See Top 100 in Books) #70 in [Books > Computers & Technology > Web Development & Design > Content Management](#) #1054 in [Books > Computers & Technology > Web Development & Design > Web Design](#)

## Customer Reviews

Four years ago, when I first read the previous edition of this book, I thought: "Wow, this is the book I'd love to have written". Well, on this second edition, at least I can say: "I was honored about being invited to review the second edition and after that I love even more this book". That said, I can state that Bret Williams and Jonathan Bownds have done an amazing job when updating and expanding this "Mastering Magento" book, including the new version of this powerful ecommerce platform. This is not a book for beginners as its title says. But if you have the basic knowledge about Magento, this is the book you must have on your shelf or e-reader. It contains a series of "how I didn't think about that before" moments, explaining how to get your store into the next level and to get more and more from Magento. The most important, you have a step by step, with the major parts of the process of launching and running an online store with Magento 2.

[Download to continue reading...](#)

Magento 2 Primer: Getting Stuff Done with Magento 2  
Mastering Magento  
Mastering Adoption Law and Policy (Mastering Series) (Carolina Academic Press Mastering)  
Magento Search Engine Optimization  
Instant Magento Performance Optimization  
How-to Mastering Secured Transactions (UCC Article 9), Second Edition (Carolina Academic Press Mastering)  
Mastering Elder Law, Second Edition (Carolina Academic Press Mastering)  
Mastering

Negotiable Instruments: Ucc Articles 3 and 4 and Other Payment Systems (Mastering Series)  
Mastering Tort Law (Carolina Academic Press Mastering) Mastering Jujitsu (Mastering Martial Arts Series) Mastering German Vocabulary: A Thematic Approach (Mastering Vocabulary) Mastering Mathematica, Second Edition: Programming Methods and Applications Technology in the Law Office, Second Edition (Technology in the Law Office, Second Edition) The Broadview Anthology of British Literature Volume 4: The Age of Romanticism - Second Edition (Broadview Anthology of British Literature - Second Edition) The Broadview Anthology of British Literature: Concise Volume B - Second Edition (Broadview Anthology of British Literature - Second Edition) Teaching English as a Foreign or Second Language, Second Edition: A Teacher Self-Development and Methodology Guide (Michigan Teacher Training) Grandparents as Parents, Second Edition: A Survival Guide for Raising a Second Family Mastering Oracle SQL, 2nd Edition Introduction to SQL: Mastering the Relational Database Language (4th Edition)

[Dmca](#)