



# osCommerce Webmaster's Guide to Selling Online

*Vadym Gurevych*

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## **osCommerce Webmaster's Guide to Selling Online** Vadym Gurevych

Packed with expert advice and practical examples of effective store design and report creation to help you make better decisions, formulate more effective strategies, and measure your success. This book is for anyone administering an osCommerce site, including webmasters, content managers, store owners, and marketing managers, who do not need to understand PHP or MySQL to benefit from this book. The tips and techniques described in this book can be applied to any small, medium sized e-commerce site. This is not an implementation guide; developers implementing osCommerce-based e-commerce sites would benefit from reading *Deep Inside osCommerce: The Cookbook*.

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