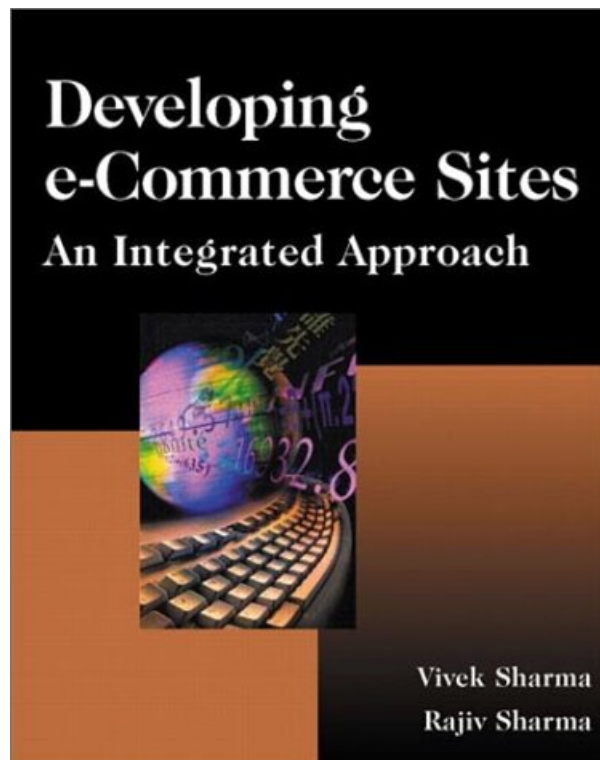


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Developing e-Commerce Sites

An Integrated Approach



Vivek Sharma
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With this book as a guide, technical professionals and managers charged with deploying an e-commerce site will learn the important issues, underlying technologies, and practical skills needed to accomplish this

formidable task successfully.

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About the Author

Vivek Sharma is a software developer at Oracle Corporation with nearly seven years of software development and research experience. He writes for Web magazines such as Java Developers' Journal, and his major area of interest and expertise is Internet application research and development. Rajiv Sharma is the CEO of EDA, Inc., and also works as an independent consultant. He has more than ten years of experience, and is co-author of Java Programming by Example (SIGS publications/Cambridge University Press) with Vivek Sharma.

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Today's e-Commerce-enabled Web sites are more complex than ever: it's no longer enough to simply add "shopping cart" functionality! This book shows developers exactly how to integrate a wide range of proven and emerging Web technologies to build a state-of-the-art e-Commerce site from scratch. The authors' example-driven, step-by-step approach offers an inside view of e-Commerce systems -- and provides Java, JavaScript, SQL and XML code that can help developers dramatically reduce time-to-market. Developing E-Commerce Sites starts with a quick refresher on the basics of establishing a Web presence, and a detailed overview of the key challenges associated with deploying e-Commerce and other sophisticated Web applications. Next, the authors introduce several of the key technologies that enable e-Commerce, including HTML, Java, servlets, JavaScript, JDBC, and XML -- providing detailed examples that solve real-world e-Commerce problems. Next, Developing E-Commerce Sites addresses the critical security, credit card verification, and site performance issues associated with e-Commerce. The book concludes by walking through the development of a complete e-Commerce system from start-to-finish, including database integration, user interfaces, and the creation of utility classes that can be reused in any e-Commerce deployment.

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A good book on integration of non-Microsoft Web products ...

By Abhimanyu

This book does a good job in demonstrating how an ecommerce web site can be implemented using most of the inexpensive non-Microsoft web site development tools (except for Oracle.)

It introduces (just that--an overview) the readers to HTML, XML, CGI, Perl, Java, Servlets, Javascript, etc. Yes, the spectrum is broad but all of them are necessary. The brief overviews and the application of each to an ecommerce web project, informs the reader what role each plays in the development process including their current limitations.

While its strength lies in the demonstration of the integration of several web development tools, it also contributes to its weakness--particularly to its claim that the reader needs minimal technical background. Yes, that would be true if the technically challenged were to skip the example sections and stick strictly with the descriptive sections. For the technical reader, a foundation in Java, Javascript, basic HTML, etc. is essential. In fact, the authors, themselves mention in the opening chapter, that the book intends to integrate several techniques even though the reader might have mastered each of the techniques independently. The primary focus is on the demonstration of how the web technologies for ecommerce site development can be integrated. While it may cover several tools/techniques/technologies, this book is not a comprehensive study of each and all of them. So, learn the tools/techniques/technologies first to be at least at the intermediate level, and then purchase this book to see how you can bring all of them together to work for you.

5 of 5 people found the following review helpful.

Just another "See what I did" book

By Robert H. Ruff

This book is just a walkthrough of an simple example eCommerce site implemented in Java. The farther you go in the book, the more you begin to wonder just how many eCom sites the authors have really built.

If you are really looking for a book titled something like "Look How I cobbled Together My First e-Commerce Site Using Java" then this book is for you. Otherwise, skip it.

4 of 4 people found the following review helpful.

Developing e-commerce sites by Vivek Sharma et al

By A Customer

This book is already outdated and offers topics which are well dealt by the vendors in an authoritative manner. The book is poorly deals with the topics with many errors.

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