



Magento 1.3 Sales Tactics Cookbook

William Rice

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This book is written with the business owner in mind. Each of the recipes in the book supports a business objective, and is designed to increase the success of your Magento storefront. Magento beginners will find the recipes easy to follow. They are written in plain language. When special jargon is needed, it is clearly explained. The techniques are illustrated with many screenshots, showing you exactly what you must do. An example storefront is used throughout the book, so you can see exactly what effect each technique will have on your storefront. Most of these techniques stand alone, so you can jump into the book at any time and implement the techniques that are best for your storefront at this time. If you are a Magento store owner or store designer who wants to boost sales, then this book is for you

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