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*Vadym Gurevych*

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Practical techniques and proven strategies to increase online sales: learn from an expert! This book is for anyone administering a small/medium sized osCommerce site. 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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