



Magento 2

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Condition: New. Publisher/Verlag: Rheinwerk Verlag | Das umfassende Handbuch. Schritt für Schritt zum eigenen Magento-Webshop. Plugins, Erweiterungen, Zahlungsmodule. Lokalisation, Multistores, Verkaufsförderung u. v. m. | Schritt für Schritt zum eigenen WebshopDas Shopsystem in der Praxis - Für Einsteiger und erfahrene HändlerPlug-ins, Erweiterungen, ZahlungsmoduleLokalisation, Multistores, Verkaufsförderung u.v.m.Dieses Buch bietet Ihnen das komplette Know-how, um einen eigenen Magento-Shop einzurichten und zu verwalten - von der Installation und dem Aufbau des Produktkatalogs bis zur Integration von Versanddienstleistern und Zahlungsanbietern. Nach wie vor ist Magento ein leistungsfähiges und kostengünstiges E-Commerce-System, das mit seiner Funktionsvielfalt viele andere Lösungen in den Schatten stellt. Praxisnahe Beispiele zeigen Ihnen anschaulich alles, was Sie wissen müssen. Auch wenn es darum geht, Marketing für Ihren Shop zu machen, lässt Sie das Buch nicht im Stich. Sie erfahren, wie Sie Newsletter verschicken, Rabatte vergeben und Sonderaktionen planen.Aus dem Inhalt:Einführung in MagentoInstallation und KonfigurationAufbau des ArtikelkatalogsBestellprozess und BestellablaufKundenverwaltungVerkaufsfördernde MaßnahmenInhalte verwaltenErfolgsmessung mit MagentoDesign, Themes und TemplatesVersanddienstleister und ZahlungssystemeErweiterung von FunktionenMigration von bestehenden SystemenLokalisation, Multistore u. v. m.Anbindung an ERP- und WarenwirtschaftssystemeMarktplätze und SuchmaschinenMobile CommerceIntegration in soziale NetzwerkeTroubleshootingMagento Business Intelligence (BI)Galileo Press heißt jetzt Rheinwerk Verlag.Die Fachpresse zur Voraufgabe:mediavalley.de: "Mit dem Handbuch hat der Leser alles Wissenswerte in einem Buch zur Hand." | Danke...



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