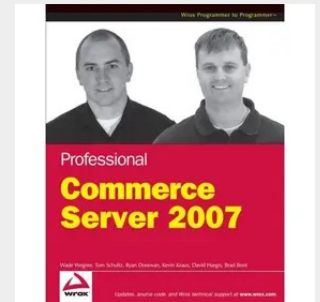


Professional Commerce Server 2007

There are currently no other books on Commerce Server 2007 in the pipeline, yet the developer community is screaming for an advanced resource to aid in the development of the hundreds of new Commerce Server 2007 sites in development. Just as other technologies like SharePoint 2007 and BizTalk 2006, Commerce Server 2007 is a mature product built on the .NET framework, and pulls together technologies including ASP.NET, BizTalk, MSSQL, COM+, Active Directory Services, SharePoint and MOSS 2007, in addition to a wide array of back-end systems. In the end, Commerce Server 2007 is a development framework upon which a developer can leverage their existing knowledge to build highly flexible, robust e-commerce applications. This book is logically organized and includes a vast array of examples and scenarios that make it easy for developers to use in real world scenarios. While this book will not include the standard "hello world" example, it will instead include a series of sophisticated real-world examples that will enable a developer to successfully build an e-commerce site. After reading this book, the reader will be able to do the following: - Decide whether Commerce Server 2007 is appropriate for their business need - Setup and customize the Starter Site - Setup and customize the Business Management System - Utilize BizTalk and SQL Reporting with Commerce Server 2007 - Deploy and optimize a Commerce Server 2007 site - Manage the catalog and products, inventory, marketing, and user profiles - Build an enterprise level e-commerce web solution with Commerce Server 2007 The book site at wrox.com will include links so readers can download trial versions of the following Microsoft products: - Microsoft SQL Server 2000 Developer Edition/2005 SQL Express Edition - Commerce Server 2007 Developer Edition (trial) - BizTalk 2006 Developer Edition (trial).



47,90 €

44,77 € (zzgl. MwSt.)

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Artikelnummer: 9780470179871

Medium: Buch

ISBN: 978-0-470-17987-1

Verlag: Wiley

Sprache(n): Englisch

Produktform: Kartoniert

Seiten: 1000

