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# Developing e-Commerce Sites: An Integrated Approach

*Vivek Sharma, Rajiv Sharma*

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**Developing e-Commerce Sites: An Integrated Approach** Vivek Sharma, Rajiv Sharma
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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