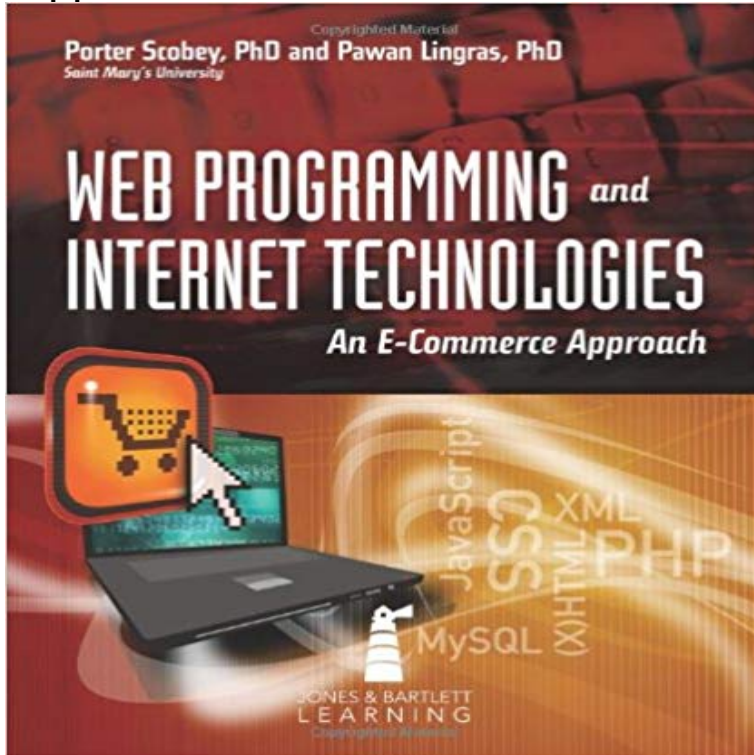


Web Programming And Internet Technologies: An E-Commerce Approach



Today's Web programmers are required to understand and use the tools and skills for both client and server-side programming. *Web Programming and Internet Technologies: An E-Commerce Approach* provides an accessible, comprehensive introduction to creating fully functioning websites with e-commerce capabilities. Ideal for the one-term course, or as a self-learning guide for professionals, the authors weave a continuing case study of a real-world commercial enterprise throughout the text that gradually grows in sophistication. Introductory chapters ask readers to create a simple website that uses the basic features of XHTML. Readers will continue to modify and expand their early work, creating a centralized mechanism for changing the look and feel of the site via cascading style sheets, and incorporating JavaScript, PHP, MySQL, and much more. A CD-ROM is included with every new printed copy of the text and includes complete and pre-tested XHTML and CSS markup for all web pages discussed, as well as all associated JavaScript and PHP scripts, and the data for setting up the MySQL database. With its hands-on, active-learning approach, students using this new full-color text will see, and experience first-hand, the many levels and capabilities of programming for the world wide web. Key Features: -Based on a real business model, this text provides a comprehensive introduction to all aspects of creating a complete website with e-commerce capabilities. -Uses a project-based approach that asks readers to develop a website whose functionality will parallel that of the real-world case study in the text. -Includes examples and screen shots of real websites throughout for readers to reference. -Presents and utilizes mainstream and relevant open-source and widely used technologies: XHTML, CSS, JavaScript, PHP, MySQL, XML, and more. -Every chapter concludes with a collection

of activities to assure the reader has a full understanding of the chapter material. These activities include: quick questions to test the readers basic knowledge of the content; short exercises to improve basic understanding; exercises on the parallel project that guide the reader through creating his/her own fully functional commercial website; a section titled What Else You May Want or Need to Know, containing additional information relevant to the chapter; and finally, a reference section with links to websites for further details and explanations of the topics covered in the chapter. -The accompanying CD-ROM contains complete and pre-tested XHTML and CSS markup for all web pages discussed in teh text, as well as all associated JavaScript and PHP scripts, and the data for setting up the MySQL database (eBook version doe not include the CD-ROM).

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