



# ASP.NET E-Commerce Programming: Problem - Design - Solution

*Kevin Hoffman*

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# ASP.NET E-Commerce Programming: Problem - Design - Solution

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**ASP.NET E-Commerce Programming: Problem - Design - Solution** Kevin Hoffman

ASP.NET E-Commerce Programming shows you how to build a complete e-commerce site, from design to deployment.

This book will show you how to incorporate all the features offered on major e-commerce sites straight into your own projects, quickly and easily.

You will learn how to:

- \* Build a solid foundation for your site
- \* Provide access to products with a well fomatted product catalog
- \* Help potential customers find what they want with a search system
- \* Maximize sales with an efficient shopping cart and checkout system
- \* Use wishlists to turn the customers themselves into sales resource
- \* Manage product discounts
- \* Promote products with special offer coupons and targeted emails
- \* Offer after sales services such as order tracking
- \* Encourage community involvement in your site
- \* Forge partnerships through affiliate schemes

The code that accompanies the book provides a complete example site.

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