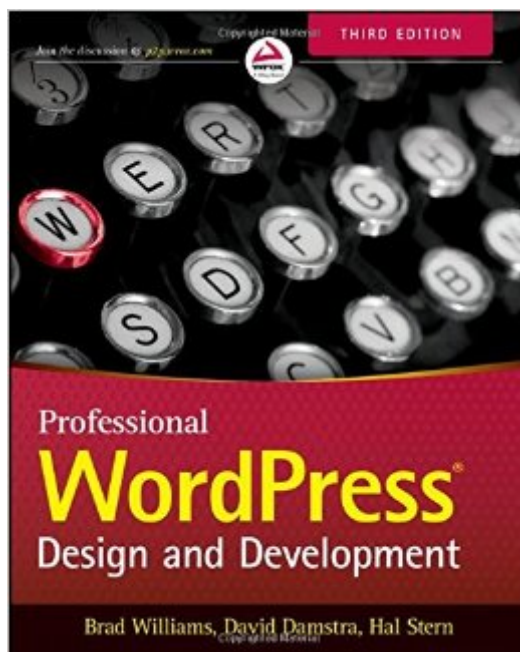


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# Professional WordPress: Design And Development



## Synopsis

The highest rated WordPress development and design book on the market is back with an all new third edition. Professional WordPress is the only WordPress book targeted to developers, with advanced content that exploits the full functionality of the most popular CMS in the world. Fully updated to align with WordPress 4.1, this edition has updated examples with all new screenshots, and full exploration of additional tasks made possible by the latest tools and features. You will gain insight into real projects that currently use WordPress as an application framework, as well as the basic usage and functionality of the system from a developer's perspective. The book's key features include detailed information and real-world examples that illustrate the concepts and techniques at work, plus code downloads and examples accessible through the companion website. Written by practicing WordPress developers, the content of this edition focuses on real world application of WordPress concepts that extend beyond the current WordPress version. WordPress started in 2003 with a single bit of code to enhance the typography of everyday writing, and has grown to be the largest self-hosted website platform in the world. This book helps you use WordPress efficiently, effectively, and professionally, with new ideas and expert perspectives on full system exploitation. Get up to speed on the new features in WordPress 4.1 Learn cutting edge uses of WordPress, including real-world projects Discover how to migrate existing websites to WordPress Understand current best practices and tools in WordPress development WordPress was born out of a desire for an elegant, well-architected personal publishing system built on PHP and MySQL, and has evolved to be used as a full content management system through thousands of plugins, widgets, and themes. Professional WordPress is the essential developer's guide to this multifunctional system.

## Book Information

Paperback: 504 pages

Publisher: Wrox; 3 edition (January 12, 2015)

Language: English

ISBN-10: 1118987241

ISBN-13: 978-1118987247

Product Dimensions: 7.4 x 0.9 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (32 customer reviews)

Best Sellers Rank: #91,982 in Books (See Top 100 in Books) #134 in Â Books > Computers & Technology > Web Development & Design > Web Design #1309 in Â Books > Textbooks >

## Customer Reviews

Best WP book for devs out there. Really, outside the dated plugin dev book, the ONLY advanced WP book out there. Which is surprising given the number of sites powered by WP. You can find literally dozens of HTML 5 books, hundreds of CSS 3 books, many XML... you get the picture. Even tho WP powers upwards of millions of sites, plus their own .com sites, there are very few "actual" books. By that, I simply mean lots of folks are taking advantage of the 'self-publication' route and producing \$3.00 64 page booklets that do little more than present sections of the codex, often replete with misspellings and missing information, as 'real' books. They aren't. I get that WP moves so fast that to research and write and publish a book means that four new versions have been released since the idea first came to you, but damn. I saw an Advanced WP book come out, but it was half-complete and roundly attacked. The WP Bible's not been updated since Snowden was still in America. Too long. Still - that isn't about THIS book. This book is in the third edition and has been updated for WP all the way through 4.1. Nice! Lots of good, in-depth and in-detail chapters. Just what is needed. I liked it enough that this is my second copy - I have a 2nd Edition, too. Pick it up.

WROX books, especially the Professional series, are the technical books geeks can't live without. And for good reason. Whatever the subject, they are clear, thorough and filled with information you didn't know you needed. Than the Lord for Kindles though, hauling a shelf full of these around would be a nightmare. This is not a book for beginners on how to use WordPress to publish your blog, though it does cover that as a small part of the book. This is rather a book to help those who develop WordPress sites either as a profession or part of their daily work load. While it would be rare for anyone to find the entire book applies to them, it is extremely rare for someone to find that none of the book applies. This book thoroughly covers WordPress architecture and development to the platform for any web developer. Some of the books topics assume you are familiar with programming principles, as well as HTML and CSS, and that you know at least a little about web development and PHP. If you are short in those areas, there are plenty of good books and online tutorials to bring you up to speed. Since the code discussed in the book is available for download, you can learn many of the techniques simply by modifying existing code snippets and adding them to your own work. If there is any negative to this book, it's not the fault of the book but rather the speeds at which publishers and platform developers work. While WROX is quick to publish books, and the authors in the Professional series are usually writing with pre-release software, by the

nature of the publishing cycle versus the speed of the development cycle, most published books start going out of date the moment they ship. Fortunately, WROXD keeps publishing updated versions, such as this one, being the third edition.

I ordered this book before it was released, based on reading available excerpts from the 2nd edition on [WordPress.org](#) and after screening almost all other book titles available on [Amazon](#). Once I started reading it, an immediate thought came to mind: WordPress to IMPRESS! What a reach platform indeed it is!!! I have been a database developer, mainly using PROGRESS 4GL and their later platform, OpenEdge for 25 years so I am not new to programming. But let me state this: I never programmed using internet technology prior to June 2014. With the help of a PHP reference book, I sat down to read Professional WordPress 3rd edition on January 22nd 2015. And PROFESSIONAL it is, both in its coherence and in-depth covering of the WordPress platform. After reading about half the book, I restarted reading it, this time accompanying my reading with typing the code in the book as well as plugging in "debug" statements inside the WordPress 4.1.1 source code and displaying them into a .htm document that I could view in a browser while running the system. 2 weeks into the process I developed my first plugin for internal use and have progressed in strides ever since. I want to personally thank Brad Williams and his co-authors for taking the time and making a remarkable effort to come up with Professional WordPress 3rd edition. Such dedicated authors make system development experience scientific and most rewarding. After all said and done - 2 THUMBS WAY UP!!!

This is the perfect book if you want to understand WordPress architecture. It explains the components and 'the loop' or how the program runs. I've put it on the shelf for now because I need to learn how to create web pages rather than themes.

This book is full of straight forward useful information to learn about WordPress. It opened my eyes to possibilities of customizing the WordPress platform for my clients in ways I had not even thought of. I am just a little over half way through this excellent read and have learned so much already. Great Book, a must have for any aspiring or experienced WordPress Developer/Designer.

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