



Professional WordPress: Design and Development

By Brad Williams, David Damstra, Hal Stern

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Professional WordPress: Design and Development By Brad Williams, David Damstra, Hal Stern

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.

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Editorial Review

From the Back Cover

Master WordPress development with this top-rated guide

Professional WordPress Design and Development has been a favorite resource of developers since the first edition in 2010. Now fully updated for the current WordPress release, this 3rd edition offers new coverage of migrating websites to WordPress, the latest tools, and cutting edge uses for WordPress. You'll 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. Detailed information and real-world examples will help you use the world's largest self-hosted website platform efficiently, effectively, and professionally.

Professional WordPress Design and Development

- Clearly explains and demonstrates timeless WordPress fundamentals, no matter what version
- Gets you quickly up to speed on the new tools and features of WordPress
- Explores new uses for WordPress, illustrated with real-world projects
- Demonstrates how to efficiently migrate existing websites to WordPress
- Presents new ideas and expert perspectives on full system exploitation
- Offers techniques for crafting the best user experience, securing WordPress, managing data, and determining when WordPress is the right tool
- Provides everything you need to understand, develop, and deploy successful WordPress sites

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About the Author

Brad Williams is the cofounder of WebDevStudios.com and AppPresser.com, a cohost of the DradCast WordPress podcast, and the coauthor of *Professional WordPress Plugin Development*.

David Damstra is Vice President of Marketing Services and Creative Director for CU*Answers where his team of developers empowers clients with WordPress.

Hal Stern is an IT executive with a major healthcare company. He is coauthor of *Blueprints for High Availability*, also from Wiley.

Wrox Professional guides are planned and written by working programmers to meet the real-world needs of programmers, developers, and IT professionals. Focused and relevant, they address the issues technology professionals face every day. They provide examples, practical solutions, and expert education in new technologies, all designed to help programmers do a better job.

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Bessie Hall:

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