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ExpressionEngine 2

A Quick-Start Guide

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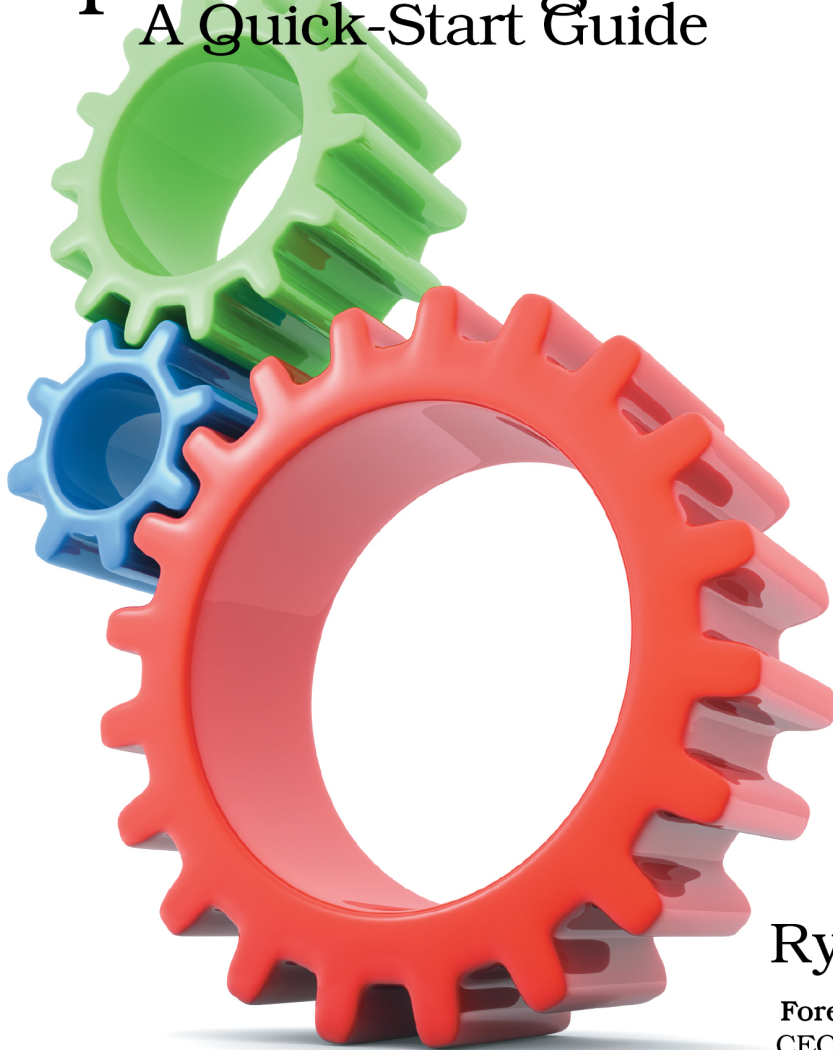
The Pragmatic Bookshelf

Dallas, Texas • Raleigh, North Carolina

The
Pragmatic
Programmers

ExpressionEngine 2

A Quick-Start Guide



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Foreword by Rick Ellis,
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Foreword

It's been nearly ten years since I wrote my first web publishing application, a blog tool called pMachine, which would become the predecessor to ExpressionEngine. Ten years ago there were only some 3 million websites in total, few of which served content dynamically. Although blogging had just been invented and there were a few software vendors offering expensive content management systems (CMSs), the Web was a patchwork of mostly static brochure sites. This was about to change. Rapidly.

Today, more than 25 percent of the world is online, and the number of sites serving dynamic content well exceeds 100 million. Blogs have gone totally mainstream, and CMSs are ubiquitous and cheap. A revolution in personal and corporate communication happened in the blink of an eye. For those of us who have been in the field since the beginning, it's been a very exciting and satisfying ride. For those interested in web publishing, the opportunities and choices have never been greater or more powerful.

Henry Mencken, long before the Web was invented, quipped, "Freedom of press is limited to those who own one." He had no idea that soon anyone with little more than an Internet connection and a web browser could "own" such a press. The book you hold teaches how you too can join this revolution and reach a potential audience of well over 1 billion people.

As I write this, ExpressionEngine just turned 2, and I can think of no one more qualified to teach it than Ryan Irelan. When people ask me what the best feature of ExpressionEngine is, I usually say "our community," and Ryan is a shining example of just such a "feature." Ryan has distinguished himself as an educator and advocate of ExpressionEngine and as a member of our Professionals Network. He has touched thousands of people in our discussion forums, through his own ExpressionEngine online resources, and with his web clientele.

Happy publishing!

Rick Ellis

CEO of EllisLab and creator of ExpressionEngine

March 2010