
Product Advertising API

Getting Started Guide

API Version 2010-11-01



Product Advertising API: Getting Started Guide: (Formerly known as Amazon Associates Web Service)

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Welcome

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This is the *Product Advertising API Getting Started Guide*. This section describes who should read this guide, how the guide is organized, and other resources related to Product Advertising API.

Audience

This guide is intended for developers who want to build an e-commerce storefront that sells items listed on www.amazon.com, or an application that helps others build e-commerce storefronts.

Required Knowledge and Skills

Use of this guide assumes you are familiar with the following:

- XML (For an overview, go to the [W3 Schools XML Tutorial](#))
- Basic understanding of web services (For an overview, go to the [W3 Schools Web Services Tutorial](#))

In addition, for this guide, you need to be familiar with one of the following programming languages:

- PHP
- C#
- Java
- Perl

