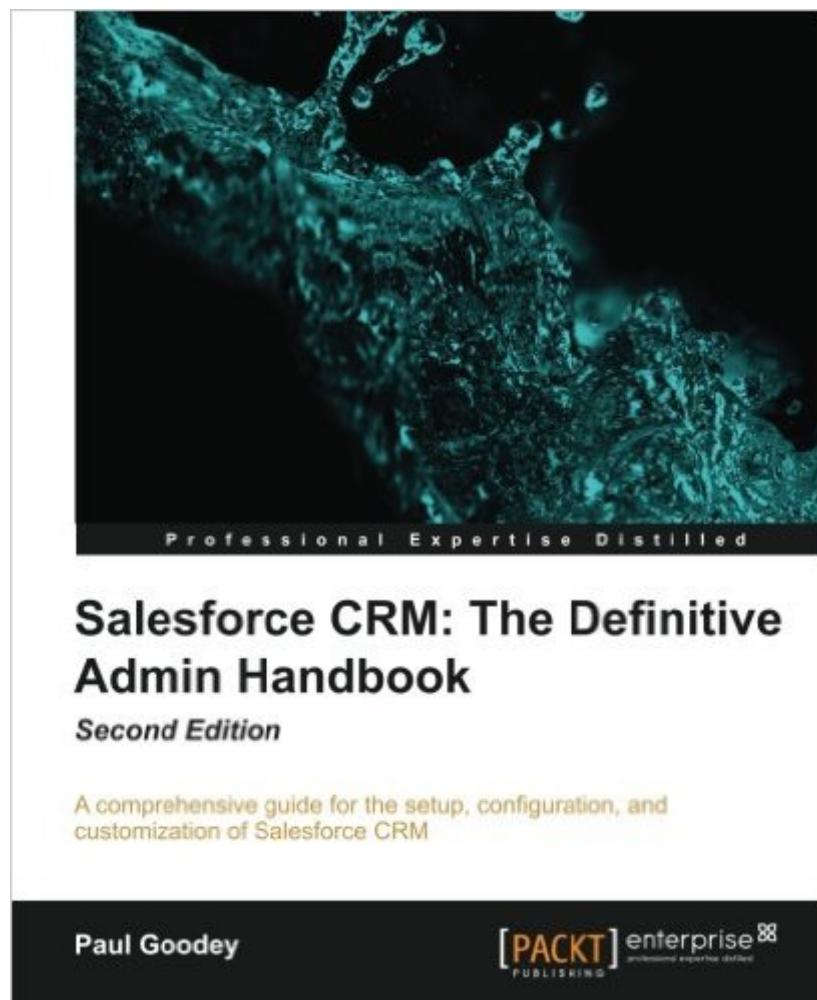


The book was found

Salesforce CRM: The Definitive Admin Handbook - Second Edition



Synopsis

Salesforce CRM is a web-based Customer Relationship Management Service designed to transform your marketing and sales. With this complete guide to implementing the service, administrators of all levels can easily acquire deep knowledge of the platform. Overview Updated for Spring '13, this book covers best practice administration principles, real-world experience, and critical design considerations for setting up and customizing Salesforce CRM Analyze data within Salesforce by using reports, dashboards, custom reports, and report builder A step-by-step guide offering clear guidance for the customization and administration of the Salesforce CRM application Connect users with people and share business information using Salesforce Chatter Learn to extend the functionality of the Salesforce CRM application through the use of the platform and technologies such as Visualforce Improve the user experience of users in Salesforce CRM by providing additional functionality using external applications from the AppExchange In Detail Salesforce CRM: The Definitive Admin Handbook is the complete guide to implementing Salesforce CRM. Whether you are looking to enhance the core features or you have already started customizing your Salesforce CRM system and are looking for guidance on advanced features. This book will show you how to get maximum benefit from this exciting product. Salesforce CRM is a market-leading customer relationship management (CRM) application that is accessed over the Internet. The CRM application provides facilities to manage sales projections and orders, marketing plans, business process automation and collaboration, service and support, and data analytics. The application greatly enhances a company's sales performance, improves team work and collaboration, and provides a robust customer relationship management strategy for an organization. Salesforce CRM: The Definitive Admin Handbook has been updated for the Spring '13 release and gives you all the information you need to administer this powerful CRM application. The book begins with the setup of users and security settings and then progresses to configuration, data management, and data analytics. Finally, the book covers the ways in which the core platform can be further extended and enhanced. What you will learn from this book Implement mechanisms to manage login access and determine company-specific information Manage users within Salesforce CRM using features such as granting login access to administrators and enabling delegated user administration Configure data structures and user interfaces in Salesforce CRM by using various mechanisms offered by Salesforce CRM Control object and profile permissions to access data records by using permission sets, sharing rules, criteria-based sharing, and also manual sharing Configure actions for workflow rules and approval processes to automate and streamline the key business process for your organization Understand the functional areas within Salesforce CRM for

campaigns to customers Learn to administer and configure complex Salesforce CRM functionality with ease

Book Information

Paperback: 426 pages

Publisher: Packt Publishing; 2nd Revised ed. edition (July 24, 2013)

Language: English

ISBN-10: 1782170529

ISBN-13: 978-1782170525

Product Dimensions: 7.5 x 1 x 9.2 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 starsÂ See all reviewsÂ (6 customer reviews)

Best Sellers Rank: #890,151 in Books (See Top 100 in Books) #90 inÂ Books > Computers & Technology > Networking & Cloud Computing > Wireless Networks #101 inÂ Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Email Administration #395 inÂ Books > Computers & Technology > Graphics & Design > User Experience & Usability

Customer Reviews

Very helpful book. I would recommend this to people who are "beginners" with Salesforce. Those of you who attend the dreamforce sessions etc may have limited use for this book though. It is a definitely value resource to have on hand regardless.

While the Salesforce site is full of information, this book provides an ordered perspective for an administrator. I find that I now get much more out of the online materials having worked through this book.

The book follows a sequential/Logical approach in defining the chapters, anyone with little or advance knowledge will understand the Salesforce.com concepts. Recommended to people who are looking to take their ADM 201 Exam.

[Download to continue reading...](#)

Salesforce CRM: The Definitive Admin Handbook - Second Edition Salesforce CRM - The Definitive Admin Handbook - Third Edition Salesforce Leads, Contacts & Accounts for Beginners: The quick and simple way to track your leads, contacts, vendors, customers and partners in Salesforce (Getting Started with Salesforce Book 1) Microsoft Dynamics CRM 2016 Customization - Second

Edition HTML & XHTML: The Definitive Guide: The Definitive Guide (Definitive Guides) The CRM Handbook: A Business Guide to Customer Relationship Management MySQL Admin Cookbook LITE: Configuration, Server Monitoring, Managing Users Essentials of Healthcare Compliance (Health Care Admin) Salesforce.com Secrets of Success: Best Practices for Growth and Profitability (2nd Edition) Teach Yourself VISUALLY Salesforce.com Oracle SQL*Plus: The Definitive Guide (Definitive Guides) 802.11 Wireless Networks: The Definitive Guide: The Definitive Guide The Definitive Guide to GCC (Definitive Guides (Paperback)) Vertical Gardening: The Definitive Guide To Vertical Gardening For Beginners. (The Definitive Gardening Guides) Extrusion, Second Edition: The Definitive Processing Guide and Handbook (Plastics Design Library) The Entered Apprentice Handbook, The Fellow Crafts Handbook, The Higher Degrees Handbook, and The Master Mason's Handbook The Definitive Guide to the ARM Cortex-M3, Second Edition The Definitive Guide to ARM® Cortex®-M0 and Cortex-M0+ Processors, Second Edition 802.11 Wireless Networks: The Definitive Guide, Second Edition Foraging: Your Beginner's Guide and Definitive Handbook to Foraging Wild Edible Plants and Herbs(foraging guide, foraging for beginners, foraging for survival, foraging tips, foraging wilderness)

[Dmca](#)