

Salesforce CRM: The Definitive Admin Handbook

Von Paul Goodey

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Salesforce CRM: The Definitive Admin Handbook

A comprehensive, power-packed guide for all Salesforce Administrators covering everything from setup and configuration, to the customization of Salesforce CRM

Paul Goodey

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Von Paul Goodey : Salesforce CRM: The Definitive Admin Handbook before purchasing it in order to gage whether or not it would be worth my time, and all praised Salesforce CRM: The Definitive Admin Handbook:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich.
Excellent referenceVon ajkfrBought this a year ago and it still serves me in planning further SF roll outs. I use it in my project manager role whilst our admin requires more technical details and yet it manages to serve us both. Depending on your role you probably won't need to read the whole book though.I have also bought the newer version but actually prefer this original as the newer version tends to focus more on the recent upgrades which are well-explained in the SF help section.

KurzbeschreibungA practical guide through which you will discover how to set up and configure the application.

Along the way, you will also be presented with solutions and real-life examples on how to further improve and maintain its functionality with clear step-by-step instructions. Being highly organized and compact, this book contains detailed instructions with screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a novice or a more experienced admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform. By the end of the book, you will be ready to configure and administer a Salesforce CRM system in a real-world environment which fully supports your business needs.

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ber den Autor und weitere Mitwirkende Paul Goodey is an IT professional with more than 15 years' experience of developing technology solutions for companies of all sizes across a variety of industries. Having gained his first experience of Salesforce CRM in 2006, while working in a combined web developer / Salesforce System Administrator role, he quickly recognized the huge potential of the Salesforce application and has been a keen and active member of the salesforce.com administrator and developer communities ever since. Paul has enjoyed significant experience, since 2006, with Salesforce CRM having worked in various roles such as Administrator, Developer, Systems Manager, Business Analyst and Consultant to provide Salesforce CRM and Force.com platform solutions for both in-house and consultancy-based end-users. Based in the UK, near London, Paul's professional qualifications include Salesforce.com Certified Developer DEV-401. In his spare time he is a keen runner, having run several marathons and half-marathons since 2001. Online, Paul can be found on LinkedIn at <http://www.linkedin.com/in/paulgoodey>