1. An **app** in Salesforce is a set of objects, fields, and other functionality that supports a business process. You can see which app you’re using and switch between apps using the App Launcher ( App Launcher icon).
2. **Objects** are tables in the Salesforce database that store a particular kind of information. There are **standard objects** like Accounts and Contacts and **custom objects** like the Property object you see in the graphic.
3. **Records** are rows in object database tables. Records are the actual data associated with an object. Here, the 211 Charles Street property is a record.
4. **Fields** are columns in object database tables. Both standard and custom objects have fields. On our Property object, we have fields like Address and Price.