



Salesforce.Com Secrets of Success: Best Practices for Growth and Profitability

By David Taber

Pearson Education (US), United States, 2013. Paperback. Book Condition: New. 2nd Revised edition. 229 x 178 mm. Language: English . Brand New Book. New Tools and Best Practices for Driving More Sales and Profits with From Chatter to the Service Cloud, now offers unprecedented opportunities to supercharge business performance. But most SFDC customers won t achieve that potential. (R) Secrets of Success, Second Edition, is the one guide that will help you transform these opportunities into profit. Drawing on his personal experience with more than a hundred deployments, David Taber guides you through every aspect of planning, implementation, and management. Building on a first edition that earned rave reviews, Taber focuses on the most valuable innovations in s most recent releases. Reflecting all that s been learned about making work, Taber offers results-focused best practices for sales, marketing, customer service, finance, legal, IT, and beyond. You ll find indispensable new insights into accelerating user adoption, achieving stronger operational results, and overcoming today s key obstacles to maximizing the value of . New coverage in this revised edition includes * Using the Service Cloud to cut costs, accelerate time to revenue, improve agility, and maximize customer lifetime value * Leveraging tablets...



Reviews

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