Salesforce CRM - The Definitive Admin Handbook (Paperback)

By Paul Goodey

Packt Publishing Limited, United Kingdom, 2016. Paperback. Condition: New. 4th Revised edition. Language: English . Brand New Book ***** Print on Demand *****.Learn how to successfully administer, build, and manage Salesforce CRM and Salesforce mobile solutions using real-world and best practice techniques About This Book * See the latest best practice Salesforce administration principles, gain real-world advice, and understand critical design considerations to set up and customize Salesforce CRM * This is a pragmatic guide to the key functions of customizing and setting up the application for enterprise security, user and data management, process automation, analytics, and mobile features * Step-by-step navigation and descriptions of the features of Salesforce CRM platform and clear guidance on the customization and administration of the application * Identify what is covered to create your own improved study guide for the certified administrator examination Who This Book Is For 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 new administrator or a more experienced professional, this book will enhance your knowledge and understanding of the features of Salesforce CRM. What You Will Learn * Manage and administer...

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