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Salesforce CRM Admin Cookbook.: Solutions to help you implement, configure, and customize your business applications with Salesforce CRM and Lightning Experience (Paperback)

By Paul Goodey

Packt Publishing Limited, United Kingdom, 2017. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book ***** Print on Demand *****. Extend and unleash the power of Salesforce CRM and the advanced features of the Lightning interface to create techniques for user interaction and derive real-world solutions. Key Features Implement advanced user interface techniques to improve the look and feel of Salesforce CRM. Discover hidden features and hacks that extend standard configuration to provide enhanced functionality and customization. Build real-world process automation using detailed recipes to harness the full power of Salesforce CRM. Book Description Salesforce CRM is a market-leading customer relationship management (CRM) application that is accessed over the internet. This application greatly enhances a company's sales performance, improves customer satisfaction, and provides a robust customer relationship management system for an organization. Salesforce CRM Admin Cookbook, Second Edition enables you to instantly extend and unleash the power of Salesforce CRM and its Lightning Experience framework. It provides clear, comprehensive instructions along with detailed screenshots and code. Whether you are looking for solutions to enhance the core features, such as data management, process automation, data validation, and home page administration, or are looking for ideas on advanced...



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