



Salesforce CRM: The Definitive Admin Handbook

Paul Goodey

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A 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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