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Salesforce in Action Andy White, 2025-09-30 DESCRIPTION Salesforce has become the leading platform for customer relationship management but true mastery comes from applying its power to real world business needs In this book you will look into its two flagship products Sales Cloud and Service Cloud You will also be exploring the broader Salesforce ecosystem from hidden gems to powerful tools that can transform the way you work The book begins by introducing the Salesforce

ecosystem and core concepts then guides you through navigating the interface creating custom objects and managing users with profiles and permission sets Each chapter equips you with everything you need to hit the ground running with Salesforce condensing the author s experience into a book packed with real life examples vivid illustrations and practical tips you can put into action right away Upon completing this guide you will be equipped with the practical skills needed to build and manage solutions confident in your ability to apply Salesforce in any real world scenario

WHAT YOU WILL LEARN Learn Salesforce basics UI and user management best practices Customize UI layouts create objects and manage data relationships Automate business processes using Salesforce Flow and advanced debugging Protect data with the Salesforce security model and role hierarchies Build reports and dashboards and integrate Tableau for visualization Utilize APIs web services and AppExchange for robust integrations Grasp the fundamentals of Apex and Lightning Web Components LWC Prepare effectively for various Salesforce certifications and practice exams

WHO THIS BOOK IS FOR This book is for anyone wanting to start a career in Salesforce It gives hands on examples as well as practical advice to get the most out of Salesforce Salesforce can be used in almost any profession or industry from charities to financial services The examples in this book can easily be adapted to your industry with your newfound knowledge

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a community to configuration build setup and administration all the way to deployment Detailed explanations are provided of key components templates and features such as Community Builder Audience Targeting Lightning Bolts and much more Additionally considerations and best practices are covered including valuable tips and insights What You ll Learn Plan and design a community Conceptualize how employees partners and customers use and benefit from communities Assess available templates and make an informed selection decision Use Community Builder and Lightning components within a Lightning community template Apply topics and knowledge articles to a community to increase value and adoption Inject process automation into a community using Workflow Flow and Process Builder Create dynamic and personalized user experiences with audience targeting Build export and import unique templates with the Lightning Bolt solution framework Provide community data for members or community managers Who This Book Is For Salesforce administrators Salesforce developers Salesforce functional architects Salesforce business analysts and Salesforce community managers [Salesforce for Beginners](#): Jonathan K. Hari, 2025-06-24 Master the Power of Salesforce and Transform Your Business Unlock the full potential of Salesforce with this comprehensive guide designed for beginners and professionals alike Whether you re looking to streamline your business processes enhance customer relationships or elevate your career in CRM this book provides everything you need to get started and succeed With clear explanations real world examples and step by step guidance this resource makes Salesforce accessible to everyone No prior experience No problem This book walks you through the fundamentals and advanced techniques with ease empowering you to navigate Salesforce like a pro Inside This Book You ll Discover How to set up and customize Salesforce to fit your business needs Essential CRM concepts that drive efficiency and sales growth Step by step guidance on managing leads contacts and opportunities Automation techniques to save time and boost productivity Insights into reports dashboards and data driven decision making Integration strategies to connect Salesforce with other essential tools Proven best practices for maximizing your Salesforce experience Whether you re a business owner sales professional or aspiring CRM expert this book is your ultimate roadmap to mastering Salesforce Scroll Up and Grab Your Copy Today *Hands-On Low-Code Application Development with Salesforce* Enrico Murru, 2020-10-16 Explore a wide range of low code tools in the Salesforce platform for building customized CRM applications without writing any code Key Features Create apps with a rich user experience without paying for costly developers Leverage Salesforce Lightning Platform s declarative features to build professional grade applications Improve productivity with business process automation using Workflow Process Builder and Flow Book Description Low code platforms allow users to focus on business logic to create solutions without getting trapped in programming complexities Thanks to its powerful features for designing developing and deploying apps without having to hand code Salesforce is at the forefront of the low code development revolution This book will guide you in building creative applications for solving your business problems using the declarative framework provided by Salesforce You ll start by learning how to design your business data model with custom objects fields

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