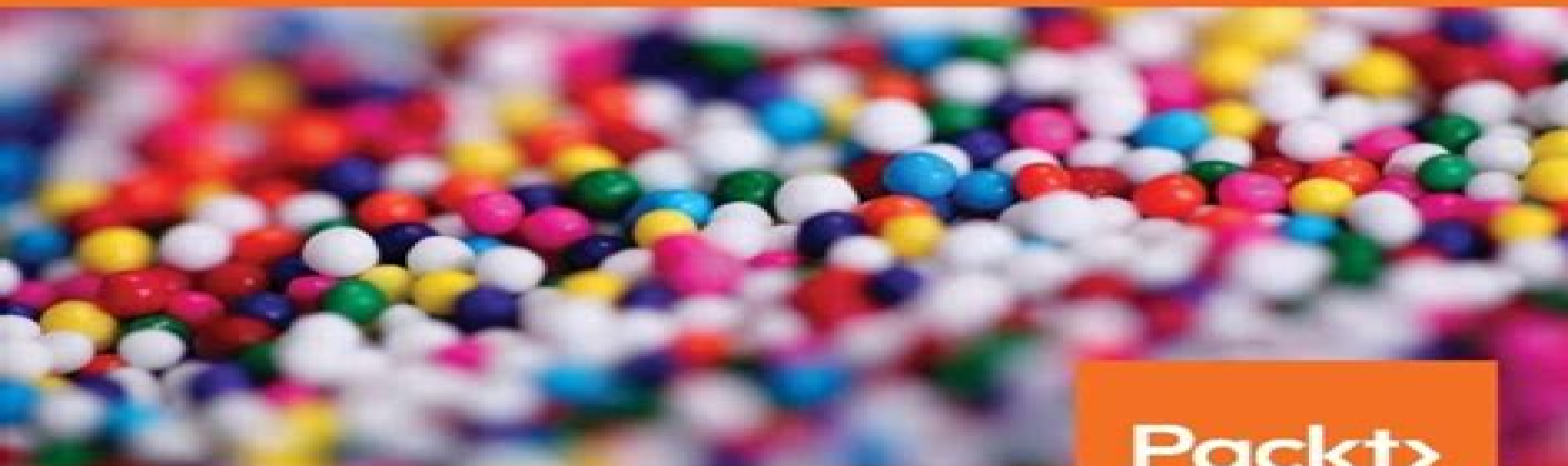


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Salesforce Beginners Guide

Sharif Shaalan, Timothy Royer



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understanding of this platform Before you get started you should understand the fundamentals of data integration APIs and connected systems in general along with knowledge of the basics of business to consumer B2C customer experiences

Agentforce Martin Kihn, 2025-06-09 Introducing AI agents the groundbreaking third wave of AI's integration in the workforce Agentforce Harnessing the Agency of AI to Scale Grow and Lead Any Industry tells you how companies can create and control their own AI agents and build a virtual workforce It goes behind the scenes on how Salesforce built a platform to drive AI agents solving problems like hallucinations and bias through a framework that gives agents strict roles data sources actions guardrails and channels to reach customers This book draws from extensive research and exclusive access to Salesforce's leaders and their ambitious plan to dominate the race to develop and own the AI agent space In this book readers will find information on AI agents as a third wave of AI development that goes far beyond simple chatbots and co-pilots through harmonized data Retrieval Augmented Generation RAG and Salesforce's innovative Atlas Reasoning Engine Steps to develop prompt guidance topic creation areas of work explicit instructions and a menu of actions allowed Salesforce customers such as Saks and OpenTable that are already using AI agents with success The effects of AI and automation on the job market Agentforce Harnessing the Agency of AI to Scale Grow and Lead Any Industry is an indispensable forward thinking resource on the subject for all leaders in business seeking to supercharge their organizations initiatives through the latest developments in a rapidly advancing field

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