

The CRM Field Guide, 2012, 946 pages, Joel Lindstrom, Richard Knudson, 0981511899, 9780981511894, We Speak You Learn, LLC, 2012

The CRM Field Guide is an essential guide to Microsoft Dynamics CRM that everyone should have on their bookshelf. This book offers you details not only on CRM fundamentals and extensibility points but also the tried and true best practices and strategies of the combined experience of some of the most recognizable global experts in the CRM industry. The field guide contains insights from many CRM MVP contributors and is intended to be a book you pick up over and over again as you use CRM. Having the CRM Field Guide by your side is like having the "hotline" to the industry experts. When you hear the term Field Guide you likely think of nature; identifying key plants or animals in a new and exciting place. Obviously this book is not that type of a guide. This book is what you pick up when it's Friday night and you are stuck with one last CRM problem between you and the weekend. The CRM Field Guide is not a reference repeating all the contents of the CRM documentation, but it is designed to complement what Microsoft provides offering insights from real world deployments of Microsoft Dynamics CRM. There's so much content in the CRM Field Guide, one of the MVPs joked it could probably have enough weight to hold down your desk if a tornado passes through your office! In the CRM Field Guide you will find details that can help administrators, customizers and developers; not to mention power business users wanting to know all the details the admin never tells them. If you run CRM in the cloud or sitting in a server room at your office the information is useful.

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XQuery from the Experts A Guide to the W3C XML Query Language, Howard Katz, Donald Dean Chamberlin, 2004, Computers, 484 pages. This informative guide to using XQuery allows readers to focus on either a tutorial or reference-style approach as best suits them..

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Building Business with Crm , Richard Knudson, May 1, 2012, Computers, 402 pages. Guiding readers from the fundamentals of business processes to how to use software to manage and drive them, this resource discusses some hidden gems of CRM Processes to help.

Silverlight + CRM , David Yack, Aug 1, 2011, Computers, 426 pages. Microsoft Dynamics CRM 2011 is an application framework for building business applications. This book is not an introduction to the framework, but a guide to using Silverlight.

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Dynamics CRM Deep Dive , Mitch Milam, Feb 1, 2012, , 130 pages. A deep dive into all aspects of security related to the Microsoft Dynamics CRM application and its related components.

Sams Teach Yourself Microsoft Dynamics CRM 2011 in 24 Hours , Anne Stanton, 2012, Business & Economics, 502 pages. Presents a series of lessons, exercises, and quizzes covering the features of Microsoft CRM 2011, including such topics as security, contacts, marketing campaigns, Outlook.

CRM in Real Time Empowering Customer Relationships, Barton J. Goldenberg, 2008, Business & Economics, 368 pages. This comprehensive guide to Customer Relationship Management (CRM) draws on Barton Goldenbergs 20 plus years of experience guiding firms to a successful implementation of CRM.

Professional ASP.NET 3.5 In C# and VB, Bill Evjen, Scott Hanselman, Devin Rader, Mar 4, 2008, Computers, 1673 pages. Provides information on the features and functions of ASP.NET 3.5, covering such topics as Web server controls, working with Master Pages, querying with LINQ, extending the.

Customer Relationship Management The Ultimate Guide to the Efficient Use of CRM, SCN Education B.V., Scn Education Bv, 2001, Business & Economics, 406 pages. Companies need a new approach to customer relationship management, or CRM, to leverage the Web's unique strengths for capturing and publishing a single view of customers. How.

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