

# Salesforce CRM: The Definitive Admin Handbook, Third Edition

## Become a Salesforce Administration Master

Salesforce CRM is a powerful tool that can help businesses of all sizes streamline their operations, improve customer relationships, and boost sales. However, getting the most out of Salesforce requires a skilled and knowledgeable administrator.

The Definitive Admin Handbook, Third Edition, is the most comprehensive and up-to-date guide to Salesforce administration available. Written by Salesforce experts, this book covers everything you need to know to manage your Salesforce instance effectively, including:



## Salesforce CRM – The Definitive Admin Handbook - Third Edition by Paul Goodey

★★★★☆ 4 out of 5

Language : English  
File size : 16420 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 482 pages



- **User management:** Create and manage users, groups, and roles.
- **Data management:** Manage objects, fields, and records.

- **Process automation:** Use workflow rules, approval processes, and triggers to automate business processes.
- **Reporting and analytics:** Create reports and dashboards to track key metrics.
- **Salesforce customization:** Customize the Salesforce interface to meet your specific needs.

The Third Edition of The Definitive Admin Handbook has been fully updated to cover the latest Salesforce features, including:

- Salesforce Lightning
- Salesforce Einstein
- Salesforce CPQ
- Salesforce Service Cloud

Whether you're a new Salesforce administrator or an experienced pro, The Definitive Admin Handbook, Third Edition, is the essential guide to help you get the most out of Salesforce CRM.

### **What's New in the Third Edition?**

- **Coverage of the latest Salesforce features:** The Third Edition has been fully updated to cover the latest Salesforce features, including Salesforce Lightning, Salesforce Einstein, Salesforce CPQ, and Salesforce Service Cloud.
- **New chapters on Salesforce best practices:** The Third Edition includes new chapters on Salesforce best practices, such as data management, security, and performance optimization.

- **More than 100 new screenshots:** The Third Edition includes more than 100 new screenshots to help you visualize the concepts covered in the book.

## Who Should Read This Book?

The Definitive Admin Handbook, Third Edition, is essential reading for anyone who wants to become a successful Salesforce administrator. This book is ideal for:

- New Salesforce administrators
- Experienced Salesforce administrators who want to learn the latest features
- Business analysts and consultants who work with Salesforce
- Anyone who wants to get the most out of Salesforce CRM

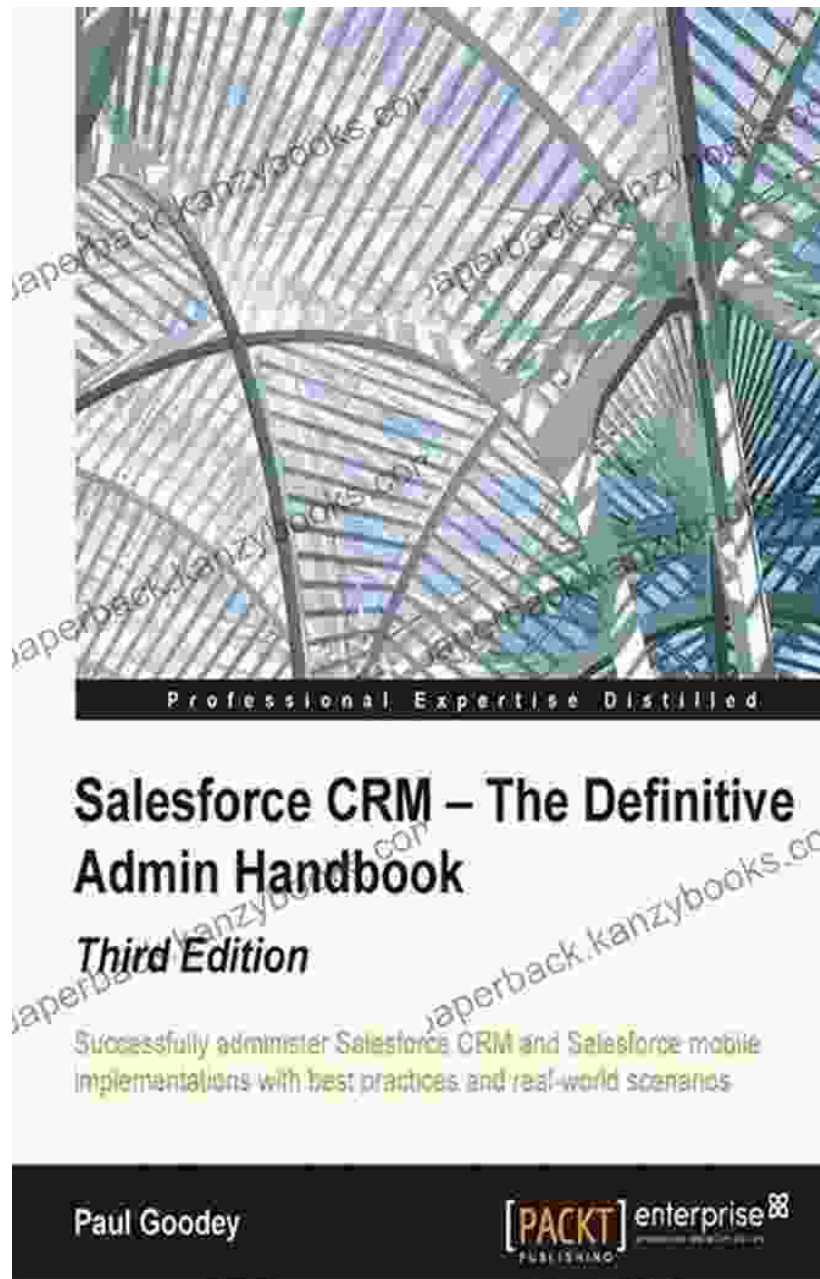
## About the Authors

The Definitive Admin Handbook, Third Edition, is written by a team of Salesforce experts with decades of experience. The authors include:

- **Mike Gerholdt:** A Salesforce MVP and the author of several best-selling Salesforce books.
- **Sue Mosher:** A Salesforce MVP and a leading Salesforce trainer.
- **Matt Schweppe:** A Salesforce MVP and the author of several popular Salesforce blogs.

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The Definitive Admin Handbook, Third Edition, is available now from Our Book Library and other major booksellers. Free Download your copy today and start mastering Salesforce CRM!



## Salesforce CRM – The Definitive Admin Handbook -

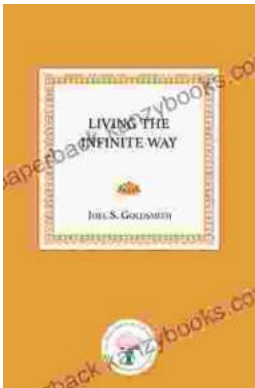
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