



Implementing SugarCRM: A Step-by-Step Guide to Using This Powerful Open Source Application in Your Business

By Michael Whitehead, Donald Gill Whitehead

Packt Publishing Limited, United Kingdom, 2006. Paperback.
Book Condition: New. 232 x 190 mm. Language: English Brand New Book ***** Print on Demand *****.Using a unique checklist approach the book works from the SugarCRM basics right up to advanced features in a clear, friendly way. It is carefully designed to distil hard-won SugarCRM wisdom from a recognized expert into a clear, readable, practical guide. By helping you clarify your business goals the book enables you to build a CRM system to support your business needs, and shows SugarCRM in a realistic business setting through an Extended case study. Small-medium business owners/managers with reasonable IT skills, who want to implement SugarCRM for themselves as either a first CRM or as a replacement for existing solutions. IT staff tasked with implementing, maintaining, or upgrading a SugarCRM installation Existing SugarCRM users who want to broaden their understanding of the topic No programming knowledge is required to use this book to implement, customise and use SugarCRM.



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Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

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This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- Justus Hettinger