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Prentice-Hall to Publish Expanded Edition of Salesforce.com Secrets of Success

SalesLogistix CEO Writing New Materials to cover Sales Cloud, Service Cloud, Marketing Cloud, and Social CRM topics for Executives Working with salesforce.com Systems.

Palo Alto, CA, May 08, 2013 --(PR.com)-- SalesLogistix Corporation, the CRM Management Consultancy and certified integrator, today announced that Prentice Hall (an imprint of Pearson Education) has commissioned a new edition of their executive best-practices book "Salesforce.com Secrets of Success," planned for publication this fall. The prior edition, first published in 2009, at its peak was among the top 500 books in Amazon's book ranking system. The book has also earned a reader rating of 4.7 out of 5 stars (for more details, see http://www.amazon.com/gp/product/0137140762/ref=as_li_tf_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0137140762&linkCode=as2&tag=davtabass-20)

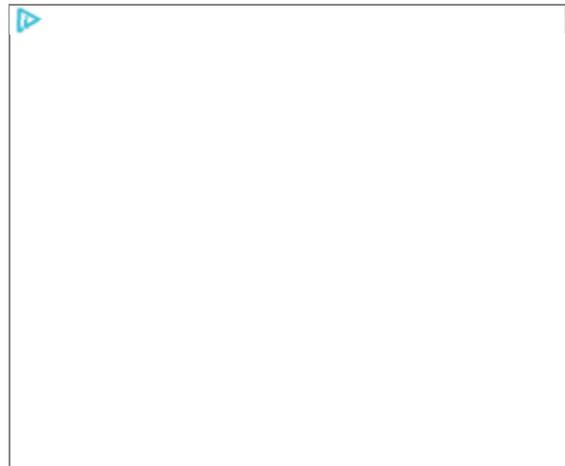
In the 4 years since the first edition was published, salesforce.com has produced 14 new releases of their flagship CRM product. In addition, the number of third-party products in the company's AppExchange directory has more than doubled.

Consequently, every chapter in the book is being expanded to cover new developments in the Sales Cloud, Service Cloud, Marketing Cloud, Platform, and Social CRM features. The new book will be supplemented with over 500 pages of appendix material and templates, available without charge at www.SFDC-secrets.com.

"Salesforce.com Secrets of Success has been an invaluable guide to many of our clients, and to thousands of other SFDC users around the world. Two of our major competitors use the book as an internal reference guide, which to us is the ultimate validation," said David Taber, author of the book and CEO of SalesLogistix. "Since there have been so many developments in SFDC's product and customer base, we are gratified that Pearson Education has commissioned this new edition."

About SalesLogistix Corporation

Since 2005, SalesLogistix Corporation has improved its clients' sales, marketing, and customer service business processes that are the foundation of their profitable growth. SalesLogistix is a CRM management consultancy and certified salesforce.com integrator that configures, extends, and integrates salesforce.com systems with the rest of its clients' Cloud infrastructure. Using a proprietary Agile methodology and best practices derived from years of executive experience, the firm moulds salesforce.com to clients' business processes, making the system easier to use and adopt while providing a true 360-degree operational view of customer relationships. Headquartered in California and with staff across the US, SalesLogistix has over 100 clients in Europe, Asia, and North America.



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