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Salesforce.com Secrets of Success Second Edition Available from Prentice Hall

New edition has the biggest page count and most online resources of any book covering Salesforce.com that is available on Amazon

FOR IMMEDIATE RELEASE

PRLog (Press Release) - Dec. 10, 2013 - PALO ALTO, Calif. -- SalesLogistix Corporation, the CRM Management Consultancy and certified Salesforce.com integrator, today announced volume availability of "Salesforce.com Secrets of Success 2nd Edition" from Prentice Hall (an imprint of Pearson Education). The book is available on Amazon in print, Kindle, and other electronic formats. The new edition includes over 200 pages of new material, plus online resources at [www.SFDC-secrets.com](#). At over 620 pages, the book sets the standard for depth and detail about best practices and business process optimization that leverages salesforce.com's marketing cloud, sales cloud, service cloud, or platform functionality.

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In the 4 years since the first edition was published, salesforce.com has produced 16 new releases of its flagship CRM product. The firm has also made significant acquisitions that expand the footprint of their system. In addition, the number of third-party products in the company's AppExchange directory has more than doubled. Consequently, every chapter in the book was expanded to cover new developments in the Sales Cloud, Service Cloud, Marketing Cloud, Platform, and Social CRM features. The new book is supplemented with over 500 pages of appendix material, supplemental articles, and templates available without charge at [www.SFDC-secrets.com](#).

"Although Salesforce.com is serious business, we have tried to make the book fun – and we've even included a couple of 'Easter Eggs' in the text. The first person to identify one of the intentionally-planted falsehoods in the book will get a check for \$50," said David Taber, author of the book and CEO of SalesLogistix. "You can find the contest rules at <http://www.saleslogistix.com/site/secrets/Rulez.htm>."

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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Source : SalesLogistix Corp
City/Town : Palo Alto - California - United States
Industry : Business
Tags : [salesforce.com](#)
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