Working with Microsoft Dynamics(TM) CRM 4.0

By Mike Snyder, Jim Steger

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Get a practical introduction to Microsoft Dynamics CRM now updated for Microsoft Dynamics CRM 4.0. Microsoft Dynamics CRM is a value-packed customer-relationship management (CRM) solution for small- and mid-market businesses. The latest version adds workflow management capabilities, and will be delivered as an on-demand service through Microsoft® Office Live. With topics that include developing new functionality, designing implementations, and integrating Microsoft CRM with other business applications including Microsoft Office Outlook®, Microsoft Office InfoPath®, and Microsoft SharePoint® Products and Technologies this is one of the only books written for both developers and those who implement business solutions. Authored by experienced practitioners, this book provides case studies, integration and performance guidelines, and toolsets the information you need to help you create successful CRM solutions. This book also explains how to maintain Microsoft Dynamics CRM 4.0, making it of interest to IT professionals who support Microsoft Dynamics CRM 4.0 users. And power users will learn how to customize individual Microsoft Dynamics CRM 4.0 experiences. Key Book Benefits: Delivers practical information from expert authors who have deployed, customized, and maintained Microsoft Dynamics CRM in the field Provides case studies, integration and performance guidelines, and toolsets Includes code samples, and demo data will be available on the Web

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Editorial Review

About the Author

Mike Snyder and Jim Steger are cofounders and principals at Sonoma Partners, a consulting firm specializing in Microsoft Dynamics CRM implementations. Both Mike and Jim have been recognized as Microsoft MVPs for their contributions to the Microsoft Dynamics community. Mike is one of the industry's leading CRM experts and participates in the Microsoft Dynamics Partner Advisory Council. Jim is a leading technical architect for Microsoft Dynamics CRM, with deep experience in XRM solutions complex enterprise integration projects.

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