



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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