

## Practical Guide To Salesforce Communities Building Enhancing And Managing An Online Community With Salesforce Community Cloud

Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all information related to a customer—the coveted Client 360<sup>®</sup> view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data the right way, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation rules covering the most needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen. project sponsors or managers nervous about data risks putting their risk aspirations Salesforce integration and/or migration specialists: Salesforce developers or architects looking to expand their skills and take on new challenges. Learn how to build logic into your apps by configuring Salesforce.com Lightning Process Builder and Visual Workflow software tools to meet the needs of your organization without the use of code. You will be able to build workflow diagrams on the Salesforce.com platform and perform complex logic. Individuals who have created workflow diagrams in other applications (e.g., Microsoft Visio) will feel very comfortable using these two tools from Salesforce. If you find yourself in a situation where a standard Salesforce configuration does not meet your needs, you can always rely on a developer to extend the functionality through Visualforce and Apex code. What if you could take back that control and not rely on a developer or consultant? With two new technologies—Process Builder and Visual Workflow—introduced onto the Salesforce.com platform, you can accomplish much of what was normally handled with Apex code. Lightning Process Builder and Visual workflow both allow for advanced logic that standard configuration such as Salesforce.com Workflow cannot do. Salesforce.com Lightning Process Builder and Visual Workflow details how these technologies can be used to: Create a call center application that guides operators through a call with screens that change based on the caller's responses. Automatically submit approvals to speed up and streamline your business. Update related records for any object being modified, including standard and custom objects.

Are you facing a challenging Salesforce.com problem--say, relating to automation, configuration, formulation, or reporting--that you can't quite crack? Or maybe you are hoping to infuse some creativity into your solution design strategy to solve problems faster or make solutions more efficient? Practical Salesforce.com Development Without Code shows you how to unlock the power of the Force.com platform to solve real business problems--and all without writing a line of code. Adhering to Salesforce.com's "clicks, not code" mantra, Salesforce.com expert Phil Weinmeister walks you through different business problems and identifies effective, creative--and proven--approaches to solutions using the platform's declarative framework. If you are a Salesforce.com administrator, analyst, consultant, or developer, you can attest to the insatiable appetite of users for new functionality. Your clients expect solutions--and now. By adopting Practical Salesforce.com Development Without Code as your guide, you will learn how to deliver business solutions within Salesforce.com by combining analysis, creativity, and logic with some of its core elements, including validation rules, workflow rules, and formula fields. In addition, Weinmeister dissects and explains the most useful functions and features for developers, and shows you how to use them. Among other things, you will learn how to: Build objects, fields, and relationships to establish a sensible data model Automate business processes by using workflow rules and flows (Visual Workflow) Utilize functions and develop formulas effectively for a variety of business needs Develop intricate approval processes to handle exception scenarios Employ publisher actions to drive additional functionality from the Chatter feed Manage your data using Data Loader Best of all, Weinmeister uses real-life business scenarios and visuals to keep you engaged and learning something new with every page you read. Practical Salesforce.com Development Without Code will help you absorb the principles behind dozens of creative and thoughtful ways to solve your business problems. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are well satisfied and productive.

"Customer Success will become the authoritative book of the emerging Customer Success industry and target any business that is trying to focus, or re-focus, on customers and will be applicable to all customer management roles such as Account Manager, Customer Advocacy, Client Relationship Manager, and Customer Success Manager along with the leadership of those organizations. Customer Success will address the pains of how to start creating a customer-centric company and how to think strategically about Customer Success - how to organize, compensate, find a leader, measure, etc. Customer Success has exploded as one of the hottest B2B movements since the advent of the subscription business model"--

A step-by-step guide to creating, managing, and automating sales and marketing processes

Becoming a Salesforce Certified Technical Architect

Collaborative Product Design

Practical Salesforce Development Without Code

Prepare for the review board by practicing example-led architectural strategies and best practices

A Practical Guide for Testers and Agile Teams

The Salesforce Career Playbook

Building, Enhancing, and Managing a Digital Experience with Salesforce

Build a modern, multi-channel digital experience for your customers on the Salesforce Lightning platform Key Features Build and Test Lightning Components that enhance application usability and adaptability Apply Security Best Practices to your Custom Lightning Components Design Lightning Components for Salesforce UIs such as Lightning Pages, Salesforce 1 Application, and Salesforce App Cloud, the new Salesforce Lightning Experience components Lightning Design System, Lightning App Builder, and Lightning Components, to provide an enhanced user experience. This book will enable you to quickly create modern enterprise apps with Lightning Component Framework. You will start by building simple Lightning Component architecture. The chapters cover the basics of Lightning Component Framework semantics and syntax, the security features provided by Locker Service, and use of third-party libraries inside Lightning Components. The later chapters focus on debugging, performance tuning, testing using Lightning Testing Services, and how to publish Lightning Components on Salesforce. Components architecture Learn Locker security best practices Debug and improve performance of your Lightning Components Use third-party libraries along with Lightning Component Framework Learn how to publish Lightning Components on AppExchange Use Lightning Out to take your Lightning Components outside the Salesforce platform Who this book is for Testers and developers who are familiar with HTML, CSS, and JavaScript and want to build and test Salesforce Lightning components. No knowledge of Salesforce Lightning is required.

Get past the myths of testing in agile environments - and implement agile testing the RIGHT way. \* \* For anyone concerned with agile testing: developers, testers, managers, customers, and other stakeholders. \* Covers every key issue: Values, practices, organizational and cultural challenges, collaboration, metrics, infrastructure, documentation, tools, and more. \* Consulates. Software testing has always been crucial, but it may be even more crucial in agile environments that rely heavily on repeated iterations of software capable of passing tests. There are, however, many myths associated with testing in agile environments. This book helps agile team members overcome those myths -- and implement testing that truly *maximizes* value. Janet Gregory offer powerful insights for three large, diverse groups of readers: experienced testers who are new to agile; members of newly-created agile teams who aren't sure how to perform testing or work with testers; and test/QA managers whose development teams are implementing agile. Readers will learn specific agile testing practices and techniques to transition "traditional" test teams to agile; and learn how to integrate testers smoothly into agile teams. Drawing on extensive experience, the authors illuminate topics ranging from culture to test planning to automated tools. They cover every form of testing: business-facing tests, technology-facing tests, exploratory tests, context-driven and scenario tests, load,

readers can improve the effectiveness and reduce the risks of any agile project or initiative.

Lightning Design System reports and dashboards in Salesforce Lightning experience About This Book Visualize and create advanced reports and dashboards using Lightning Experience Improve overall business efficiency with advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is for Salesforce administrators who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn Navigate in Salesforce.com within the Lightning Experience user interface Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with multiple formats and custom report types Explore various dashboard features in Lightning Experience Use Salesforce1, including accessing reports and dashboards. Lightning Experience combines the new Lightning Design System, Lightning App Builder, and Lightning Components to enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access reports in depth. Then you will learn how to create and manage configurations. The next section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and collaboration.

Salesforce1 mobile app. Style and approach This comprehensive guide covers the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why to use them. If you are using Salesforce you are already committed to getting the most out of your tech solutions. In the same mindset, you want to get the most out of team working-maybe you've heard of Agile and Scrum-but somewhere along the way habits have formed which aren't achieving that goal. It can be difficult to know how to start to implement change, and even more difficult to know how to know when to stop. Ines will show you how to make the most out of Agile to: - Motivate a team- Deliver value to your customers and your business- Develop sustainable working practices- Encourage adaptability and acceptance- Embrace mistakesEach chapter begins with a real-life example to illustrate a relatable scenario, and concludes with practical recommendations for further reading. Be reassured by Ines' warm style and years of experience: she knows what the real world is like and this book is your guide through it

Salesforce Marketing Cloud For Dummies

How Communities Can Supercharge Your Business, Brand, and Teams

Learning Salesforce Lightning Application Development

The Business of Belonging

Practical Guide to Salesforce Experience Cloud

Salesforce Platform App Builder Certification Guide

A Practical Guide

How Organizations Succeed by Creating Belonging

NEW YORK TIMES BESTSELLER • The founder and co-CEO of Salesforce delivers an inspiring vision for successful companies of the future—in which changing the world is everyone’s business. “The gold standard on how to use business as a platform for change at this urgent time.”—Ray Dalio, founder of Bridgewater Associates and author of Principles: Life and Work What’s the secret to business growth and innovation and a purpose-driven career in a world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In Trailblazer, Benioff gives readers a rare behind-the-scenes look at the inner workings of one of the world’s most admired companies. He reveals how Salesforce’s core values—trust, customer success, innovation, and equality—and commitment to giving back have helped the company succeed, and he shares the most powerful engine of its success. Because no matter what business you’re in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level, to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what’s going on outside the walls of our workplaces. In the future, profits and progress will no longer be sustainable unless they serve the greater good. Whether you run a company, lead a small team, or have just draped an ID badge around your neck for the first time, Trailblazer reveals how anyone can become an agent of change. Praise for Trailblazer “A guide for what every business and organization must do to thrive in this period of profound political and economic change.”—Jamie Dimon, chairman and CEO of JPMorgan Chase “In Trailblazer, Benioff explores how companies can nurture a values-based culture to become powerful platforms for change.”—Susan Wojcicki, CEO of YouTube

An insightful discussion and practical guide on how to put customers back into the center of your business model With so many digital experiences touching our lives—and businesses—it’s understandable to feel like you’re drowning in data. There’s a dashboard or chart for just about everything, but data alone can’t help you understand and empathize with your customers. No amount of it will take you inside their heads, help you see the world through their eyes, or let you experience what it’s really like to be your customer. Only human insight from real people can do that. User Tested gives both individual contributors and executives an approachable, pragmatic playbook for stepping beyond standard business metrics and infusing real human insight into every business decision, design, and experience. In this book, you’ll: Learn how businesses became obsessed with data—but disconnected from their customers—and why that’s not sustainable Get the basics about how to capture human insight through user testing, including how to find the right people, ask the right questions, and make sense of and act on all the insights you uncover Dive into a detailed playbook that shows real-world examples of how you can collect and scale human insight across the team in your organization—from marketing to product, and beyond Learn how to evangelize the power of human insight throughout your organization, so every department can create a culture of customer empathy and share a firsthand understanding of customer needs Find out how companies like Microsoft, AAA Club Alliance, HelloFresh, and Notre Dame’s IDEA Center solidly connect with and elicit meaningful feedback from customers in friendlier, faster, and more direct ways Perfect for any industry, User Tested: How the World’s Top Companies Use Human Insight to Create Great Experiences was co-authored by the chief insights officer and the CEO of UserTesting—a SaaS company fundamentally changing the way both B2B and consumer brands find out what real people think and feel. The book reflects the authors’ commitment to helping you position the customer squarely in the center of your business model by weaving their true voices throughout your company’s decision making.

Perform fast interactive analytics against different data sources using the Trino high-performance distributed SQL query engine. With this practical guide, you'll learn how to conduct analytics on data where it lives, whether it's Hive, Cassandra, a relational database, or a proprietary data store. Analysts, software engineers, and production engineers will learn how to manage, use, and even develop with Trino. Initially developed by Facebook, open source Trino is now used by Netflix, Airbnb, LinkedIn, Twitter, Uber, and many other companies. Matt Fuller, Manfred Moser, and Martin Traverso show you how a single Trino query can combine data from multiple sources to allow for analytics across your entire organization. Get started: Explore Trino's use cases and learn about tools that will help you connect to Trino and query data Go deeper: Learn Trino's internal workings, including how to connect to and query data sources with support for SQL statements, operators, functions, and more Put Trino in production: Secure Trino, monitor workloads, tune queries, and connect more applications: learn how other organizations apply Trino

Whether you are brand new to the world of Salesforce communities or you are looking to take your Community Cloud knowledge to the next level, this detailed guide will help you to build and manage a Salesforce community by leveraging the declarative power of the platform with clicks, not code. Each Salesforce community is a part of a widespread ecosystem, with thousands of communities and millions of users active today on Community Cloud. Through valuable social and business tools, this online platform enables companies to empower and equip their customers, partners, and employees with the tools and resources they need to succeed. This book is the first book to comprehensively cover this next-generation offering from Salesforce, providing real, actionable guidance to help individuals build effective and engaging online communities. The book takes you through the entire process: from planning and designing a community to configuration/build, setup, and administration, all the way to deployment. Detailed explanations are provided of key components, templates, and features such as Community Builder, Audience Targeting, Lightning Bolts, and much more. Additionally, considerations and best practices are covered, including valuable tips and insights. What You'll Learn Plan and design a community Conceptualize how employees, partners, and customers use and benefit from communities Assess available templates and make an informed selection decision Use Community Builder and Lightning components within a Lightning community template Apply topics and knowledge articles to a community to increase value and adoption Inject process automation into a community using Workflow, Flow, and Process Builder Create dynamic and personalized user experiences with audience targeting Build, export, and import unique templates with the Lightning Bolt solution framework Provide community data for members or community managers Who This Book Is For Salesforce administrators, Salesforce developers, Salesforce functional architects, Salesforce business analysts, and Salesforce community managers

A Practical Guide for Youth Group Advisors, Teachers and Parents

Customizing Salesforce on the Force.com Platform

Practical Web Inclusion and Accessibility

A Practical Guide for Starting and Advancing Your Career on the World's Friendliest and Fastest-Growing Tech Platform

Salesforce For Dummies

Customer Success

The Visual Guide to the Lightning UI

Building, Enhancing, and Managing an Online Community with Salesforce Community Cloud

Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro. What You'll Learn Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick reference for developers and complete beginners through proprietary Salesforce development languages on the Force.com platform.

Discover how to set up a sophisticated support center for your business in a matter of a few hours with Salesforce Service Cloud For Dummies. Service executives, managers, customer issues, and system administrators will learn through best practices and step-by-step guidelines how to maximize their usage of Service Cloud to give customer service departments a holistic view of the customers they serve. This book covers: Salesforce.com Service Cloud Basics Handling Customer Issues Improving Your Service Organization's Effectiveness Leveraging Your Organizational Knowledge Recognizing When It Takes a Community Measuring Contact Center Performance Designing Your Service Solution with Force.com Improving Contact Center Productivity Improved internal coordination leads to quicker resolution of customers' questions, which can then lead to improved customer satisfaction, which is critical in this age where opinions can be amplified throughout the Internet. Take advantage of this opportunity to be heard above your competition with the help of Salesforce Service Cloud For Dummies.

Not long ago, all it took to have a comfortable career was to do well in high school, get a college degree, and find a nice stable job. But the world is changing rapidly, and many of the nice stable jobs have moved to developing countries. Even a college degree is not the sure investment it once was. Good grades are not enough. But there remain endless opportunities for those with real leadership skills - regardless of career choice. Leadership skills are what you need to manage a team, to stand out as an employee, to start a business and to nail that interview. The skills required to inspire and motivate others, to communicate effectively, to take initiative, and to make and execute plans, are as important as a high grade point average (if not more so). But how do you teach these skills to teenagers? Parents, teachers, coaches, scoutmasters, youth counselors and advisors strive to do so every day - but often have limited training on how best to accomplish that goal. This book fills that gap. This is not an academic or theoretical book on youth leadership. It is a relentlessly practical guide on how to effectively guide teens to become leaders. It

covers virtually every topic, issue and skill you need to know - and how to teach it. You will even learn how to teach teen leaders to teach leadership skills to each other, thus helping them become even stronger leaders.

Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations. Key Features • Learn common integration, data migration, and security patterns for designing scalable and reliable solutions on the Salesforce Lightning platform • Build an end-to-end delivery framework pipeline for delivering successful projects within specified timelines • Gain access to an exclusive book club of skilled Salesforce professionals, to discuss ideas, best practices, and share experiences of designing modern solutions using Salesforce Book Description Salesforce Certified Technical Architect (CTA) is the ultimate certification to validate your knowledge and skills when it comes to designing and building high-performance technical solutions on the Salesforce platform. The CTA certificate is granted after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. Using real-world examples, you'll explore essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to identify requirements, create a draft solution, and combine all the elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day-to-day work. What you will learn • Explore data lifecycle management and apply it effectively in the Salesforce ecosystem • Design appropriate enterprise integration interfaces to build your connected solution • Understand the essential concepts of identity and access management • Develop scalable Salesforce data and system architecture • Design the project environment and release strategy for your solution • Articulate the benefits, limitations, and design considerations relating to your solution • Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam Who this book is for This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise architect, or solution architect. Table of Contents • Starting Your Journey as a CTA • Core Architectural Concepts - Integration and Cryptography • Core Architectural Concepts - Identity and Access Management • Developing a Scalable System Architecture • Formulating a Secure Architecture in Salesforce • Designing a Scalable Salesforce Data Architecture • Creating a Lean Solution Architecture • Forging an Integrated Solution • Development Life Cycle and Deployment Planning • Communicating and Socialising Your Solution • Practice the Review Board - First Mock (NB. Please use the Look Inside option to see further chapters)

User Tested

A Practical Study Guide

Salesforce B2C Solution Architect's Handbook

Trino: The Definitive Guide

Building Declarative Solutions on the Salesforce Platform

Salesforce CRM - The Definitive Admin Handbook

Build and test Lightning Components for Salesforce Lightning Experience using Salesforce DX

Practical Salesforce.com Development Without Code

Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com! Salesforce.com For Dummies, 7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need. A definitive guide covering all the core concepts necessary to pass the Salesforce Administrator Certification exam Key FeaturesUnderstand critical design considerations for setting up Salesforce CRMFacilitate and manage the transition from Salesforce Classic to Lightning ExperienceLearn key functions of application security to manage user profiles and dataBook Description Salesforce's winter '19 release offers a host of new features for CRM designed to meet your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily get a thorough understanding of the platform. This Salesforce handbook begins by guiding you in setting up users and security and then progresses to configuration, data management, and data analytics. You'll discover process automation and approval mechanisms, while also exploring the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book covers Salesforce CRM system administration in a practical way, and it'll serve as an invaluable reference for both new administrators and experienced professionals. Furthermore, you'll also delve into Salesforce mobile apps and mobile administration, along with Salesforce Adoption Manager. You'll gain insights into Lightning Experience, Salesforce's new app, and learn how its modern design and sleek interface helps you to build customizable components. Finally, we'll see how the two versions compare and help manage the transition from Salesforce Classic to Lightning Experience. By the end of the book, you will have mastered the techniques to configure and control various user interface features in Salesforce CRM. What you will learnConfigure a variety of user interface features in Salesforce CRMUnderstand the capabilities of the Salesforce CRM sharing modelExplore Einstein Analytics - Salesforce's new wave of advanced reporting Get to grips with the Lightning Process Builder workflowSet up user profiles, security, and login access mechanismsFind out how Apex and Visualforce coding can be used in Salesforce CRMManage the transition from Salesforce Classic to Lightning ExperienceImplement data manipulation features to apply best practices in data managementWho this book is for This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a new or experienced professional, this book will enhance your knowledge and understanding of Salesforce CRM features.

The ultimate handbook for new and seasoned Salesforce B2C Solution Architects who want to design seamless B2C solutions across the Salesforce Customer 360 ecosystem – including B2C Commerce, Service Cloud, and Marketing Cloud Key FeaturesGive your customers a frictionless experience by creating a unified view of all their interactionsGet your architectural design right the first time and avoid costly reworksPrepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practicesBook Description There's a huge demand on the market for Salesforce professionals who can create a single view of the customer across the Salesforce Customer 360 platform and leverage data into actionable insights. With Salesforce B2C Solution Architect's Handbook, you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations. While this book will help you prepare for the B2C Solution Architect exam, its true value lies in setting you up for success afterwards. The first few chapters will help you develop a solid understanding of the capabilities of each component in the Customer 360 ecosystem, their data models, and governance. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays. You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. Once you've mastered the core knowledge, you'll also learn about tools, techniques, and certification scenarios in preparation for the B2C Solution Architect exam. By the end of this book, you'll have the skills to design scalable, secure, and future-proof solutions supporting critical business demands. What you will learnExplore key Customer 360 products and their integration optionsChoose the optimum integration architecture to unify data and experiencesArchitect a single view of the customer to support service, marketing, and commercePlan for critical requirements, design decisions, and implementation sequences to avoid sub-optimal solutionsIntegrate Customer 360 solutions into a single-source-of-truth solution such as a master data modelSupport business needs that require functionality from more than one component by orchestrating data and user flowsWho this book is for This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency. It's primarily written for B2C commerce architects, application architects, integration architects, as well as system architects, enterprise architects, Salesforce architects, and CTO teams looking to benefit from a deeper understanding of this platform. Before you get started, you'll need a solid understanding of data integration, APIs, and connected systems, along with knowledge of the fundamentals of business-to-consumer (B2C) customer experiences.

Understand the realities of modern web accessibility and what considerations should be made to include everyone. There are hundreds of millions of people who are being left out every single day on the web due to disability or circumstance. The purpose of web accessibility is to remove barriers and bring the information, services, and functionality of the web to as many people as possible so they can be included in this global community. This book makes the topic of web accessibility as approachable as possible to help every web professional become an accessibility advocate at their companies, on their projects, and in their communities. This discussion will go beyond the buzzword to explore the impact our designs and decisions have on real people, along with the ethical, legal, and financial incentives for accessibility prioritization. For those who are ready to get started the book covers tools and techniques for testing websites or web applications for conformance to the Web Content Accessibility Guidelines. Because we very rarely work in a vacuum the book also covers how to educate your team or company management on web accessibility as well as persuading them to invest time and money in accessibility. For those looking to start an accessibility practice at their company – or simply to ensure that nothing slips through the cracks – the book includes a guide to creating your very own accessibility action plan. Having a well-documented plan of action is an essential step in the long-term success of any initiative. Get started with web accessibility using Approachable Accessibility today. What You'll Learn Discover various ways that website design can exclude or even harm users Gain an understanding of the Web Content Accessibility Guidelines (WCAG) 2.1 Put together an accessibility action plan for your organization Explore tools and techniques for evaluating your existing websites Who This Book Is For Web designers and developers who want to know more about web accessibility or just want to know how to get started; tech leaders who need help building an accessibility practice or convincing their company to invest in web accessibility; project managers and owners making scope decisions for a project.

How Innovative Companies Are Reducing Churn and Growing Recurring Revenue

Introduction to Salesforce Analytics - Building Reports and Dashboards

Planning for Success

Approachable Accessibility

Developing Data Migrations and Integrations with Salesforce

Building Brand Communities

Help Any Team Build a Better Experience

A Practical Guide to Information Architecture

A hands-on guide to using Excel in the business context First published in 2012, Using Excel for Business and Financial Modelling contains step-by-step instructions of how to solve common business problems using financial models, including downloadable Excel templates, a list of shortcuts and tons of practical tips and techniques you can apply straight away. Whilst there are many hundreds of tools, features and functions in Excel, this book focuses on the topics most relevant to finance professionals. It covers these features in detail from a practical perspective, but also puts them in context by applying them to practical examples in the real world. Learn to create financial models to help make business decisions whilst applying modelling best practice methodology, tools and techniques. • Provides the perfect mix of practice and theory • Helps you become a DIY Excel modelling specialist • Includes updates for Excel 2019/365 and Excel for Mac • May be used as an accompaniment to the author's online and face-to-face training courses Many people are often overwhelmed by the hundreds of tools in Excel, and this book gives clarity to the ones you need to know in order to perform your job more efficiently. This book also demystifies the technical, design, logic and financial skills you need for business and financial modelling.

You can launch a new app or website in days by piecing together frameworks and hosting on AWS. Implementation is no longer the problem. But that speed to market just makes it tougher to confirm that your team is actually building the right product. Ideal for agile teams and lean organizations, this guide includes 11 practical tools to help you collaborate on strategy, user research, and UX. Hundreds of real-world tips help you facilitate productive meetings and create good collaboration habits. Designers, developers, and product owners will learn how to build better products much faster than before. Topics include: Foundations for collaboration and facilitation: Learn how to work better together with your team, stakeholders, and clients Project strategy: Help teams align with shared goals and vision User research and personas: Identify and understand your users and share that vision with the broader organization Journey maps: Build better touchpoints that improve conversion and retention Interfaces and prototypes: Rightsize sketches and wireframes so you can test and iterate quickly

New or intermediate developers will want to use this hands-on guide to prepare for the Salesforce Certified Platform App Builder credential, awarded for designing, building, and implementing applications using the declarative customization capabilities of the Salesforce Platform. This is the first book available covering this content, and Salesforce training is very costly. This book is filled with real-world examples and hands-on exercises, enabling you to prepare for the certification exam in a short span of time. Multiple-choice study questions and exercises are included to help you apply what you learn in each chapter. Author Rakesh Gupta explains Salesforce Platform fundamentals, including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange. Data management and data analytics are covered. And you will learn how to set up organization-wide features that affect the look and feel of your application. Sandbox design patterns and process automation tools available in Salesforce are discussed and you will know when to use them. You will become familiar with a wide array of topics, including designing a mobile app and reporting in Salesforce. What You Will Learn Know when to use declarative development versus programmatic development versus the AppExchange Understand the Salesforce data model, field type (when to use which fields), and how and when to use an external object in Salesforce Be familiar with security and settings in Salesforce See how easily users can migrate to the Lightning experience from the classic platform Implement business process automation using declarative features Apply the automation process in Salesforce Utilize Process Builder and manage its power to automate business processes Use sandboxes and deployment tools Who This Book Is For New or intermediate Salesforce developers or anyone in the Salesforce development arena who wants to learn or explore the platform

Whether you are brand new to the world of digital experiences on the Salesforce platform or you are looking to take your Experience Cloud (previously "Community Cloud") knowledge to the next level, this detailed guide will help you build and manage a Salesforce site by leveraging the declarative power of the platform with clicks, not code. Each Salesforce site/community is a part of a widespread ecosystem, with thousands of sites and millions of users active today on Experience Cloud. Through valuable social and business tools, this online platform enables companies to empower and equip their customers, partners, and employees in new, powerful ways. Author Philip Weinmeister, Salesforce MVP and the only recipient of the "Community Cloud MVP" Trailblazer award from Salesforce, leads you through the ins and outs of Salesforce Experience Cloud and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform. This completely revised edition updates all content to reflect the new "experience-centric" branding and a slew of platform updates from the last few years (including screenshots, terminology, features, etc.). Net new content includes Salesforce CMS, the Experience Cloud Consultant certification exam, and Mobile Publisher, among other topics. The book takes you through the entire process: from planning and designing a site to configuration/build, setup, and administration, all the way to deployment. Detailed explanations are provided for key components, templates, and features such as Experience Builder, Audience Targeting, Lightning Bolts, and much more. What You Will Learn Plan and design a site using Experience Cloud Conceptualize how employees, partners, and customers use and benefit from Salesforce sites Use Experience Builder and Lightning components within an Experience Builder template Apply topics and knowledge articles to a site to increase value and adoption Build and display rich content with a site using Salesforce CMS Create dynamic and personalized user experiences with audience targeting Build, export, and import unique templates with the Lightning Bolt solution framework Provide site data for members or site managers Who This Book Is ForSalesforce administrators, developers, functional architects, business analysts, and site/community managers.

Storytelling with Data

A Complete and Practical Guide for Leaders and Professionals

## Salesforce Lightning Reporting and Dashboards

A Comprehensive Guide to Access Needs  
Learn Salesforce Lightning

Salesforce Service Cloud For Dummies  
How to Make Community your Competitive Advantage

The Power of Business as the Greatest Platform for Change

*This book is designed to accompany the Introduction to Salesforce Analytics - Building Reports and Dashboards class offered by Stony Point. A person reading this book or a student in this class will build reports and dashboards utilizing basic and advanced concepts . Although the book is designed as a supplement to the class, it contains valuable exercises that will be useful for someone wishing to learn on their own. This online, five hour class is delivered by a live instructor and is specifically designed to teach administrators, business analysts or report writers how to utilize the basic and advanced analytic capabilities of Salesforce. A student in this class or reading this workbook will learn the basic Salesforce object model, and how to create and secure reports and dashboards. The instructor will lead students through exercises to create tabular, summary, matrix and join reports. Students will learn advanced reporting functionality such as charting, report summary fields, bucket fields, conditional highlighting, advanced report filters and building custom report types. Finally, the student will learn how to create and run dashboards and schedule and email reports and dashboards. Each student will be given a practice learning environment to participate in hands-on exercises during the class. The student will be able to use that learning environment indefinitely after the class without any additional fee. Stony Point is a leading provider of Salesforce training for sales people, customer service personnel, marketers, system administrators, developers and consultants. Stony Point delivers public and private classes virtually and in-person at locations throughout the world. Please visit [www.stonypoint.com](http://www.stonypoint.com) for more information on the classes and services offered.*

*Refer to this invaluable how-to guide for basic training on Salesforce Lightning. Salespeople and technical users and consultants will no longer have to resort to learning the interface on their own, which is very time-consuming. Learn Salesforce Lightning is a step-by-step visual guide that offers immediate and valuable solutions to the new set of UI tools included in Lightning. With chapters broken down into easily absorbed topics, you walk through the entire process of managing your daily activities within Salesforce, as well as basic customizations and system management. The book explains the primary use cases for Lightning, and simplifies some of the more complex features, such as opportunity stage management and the new dashboard builder. Topics covered include: Sales and service management Lightning Apps on the AppExchange Lightning dashboards and reports Lightning security Lightning Process Builder and more What You'll Learn Navigate the Salesforce Lightning interface Know where to go in the setup area to make customizations Create dynamic reports and dashboards View Lightning on a mobile device Train other users on common day-to-day activities within Lightning Who This Book Is for Salespeople, managers, and executives who are currently evaluating Salesforce.com, who recently purchased a license with Salesforce.com, or recently upgraded to the Lightning user interface. This book is also for Salesforce administrators, consultants, project managers, and technical users looking for basic training on Salesforce Lightning.*

*Salesforce Marketing Cloud: Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your customers. As Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the digital marketing world!*

*Practical Guide to Salesforce CommunitiesBuilding, Enhancing, and Managing an Online Community with Salesforce Community CloudApress*

*Class Slides and Workbook for SPRD-101*

*A Data Visualization Guide for Business Professionals*

*Salesforce for Beginners*

*Agile Testing*

*A Practical Guide to Building Trust While Delivering Innovation*

*Design scalable and cohesive business-to-consumer experiences with Salesforce Customer 360*

*How the World's Top Companies Use Human Insight to Create Great Experiences*

*Beginning Salesforce Developer*

*Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key FeaturesPrepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniquesDesign the data model, user interface, business logic, and security for custom appsUnderstand the key milestones and considerations when managing an application lifecycleBook Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform? Salesforce Platform App Builder Certification Guide not only helps you to do this, but also prepares you for the certification exam. The book starts by describing the core capabilities of the Lightning Platform. You'll learn techniques for data modeling to design, build, and deploy apps without writing code and achieve rapid results with the declarative capabilities that the Lightning Platform provides. Next, you'll explore utilities for importing and exporting data and the features available in the Lightning Platform to restrict and extend access to objects, fields, and records. You'll also be able to customize the Salesforce Lightning Experience user interface (UI) and build functionality for custom buttons, links, and actions. Later, this certification study guide will take you through reporting and the social and mobile features of the Lightning Platform. Finally, you'll get to grips with Salesforce build environments and deployment options. By the end of this Salesforce book, you'll not only have learned how to build data models, enforce data security, and implement business logic and process automation, but also have gained the confidence to pass the Platform App Builder exam and achieve Salesforce certification. What you will learnExplore the core features of the Lightning PlatformDesign and build an appropriate data model for a given scenarioIdentify the Lightning Platform's features and capabilitiesCustomize the Salesforce Lightning Experience UIImplement business logic and process automationIdentify the capabilities of declarative customizationWho this book is for This book is for beginners and aspiring developers who want to learn how to build apps on the Salesforce Platform or pass the Salesforce Platform App Builder certification exam.*

*Salesforce administrators and existing Salesforce Lightning Platform developers looking to learn more about the declarative, non-programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful. A comprehensive handbook for leading a successful nonprofit This handbook can educate and empower a whole generation of nonprofit leaders and professionals by bringing together top experts in the field to share their knowledge and wisdom gained through experience. This book provides nonprofit professionals with the conceptual frameworks, practical knowledge, and concise guidance needed to succeed in the social sector. Designed as a handbook, the book is filled with sage advice and insights from a variety of trusted experts that can help nonprofit professionals prepare to achieve their organizational and personal goals, develop a better understanding of what they need to do to lead, support, and grow an effective organization. Addresses a wealth of topics including fundraising, Managing Technology, Marketing, Finances, Advocacy, Working with Boards Contributors are noted nonprofit experts who define the core capabilities needed to manage a successful nonprofit Author is the former Executive Director of Craiglist Foundation This important resource offers professionals key insights that will have a direct impact on improving their daily work.*

*Use this hands-on guide to build powerful solutions on the Salesforce platform without using a single line of code. This revised and expanded second edition includes Process Builder, Flow Builder, Lightning App Builder, Lightning Bolt Solutions, and more. Practical Salesforce Development Without Code shows you how to unlock the power of the Salesforce platform to solve real business problems. Adhering to Salesforce's "clicks, not code" mantra, Salesforce expert Phil Weinmeister walks Salesforce newcomers and veterans through different business problems and identifies effective—and proven—approaches to solutions using the platform's declarative framework. By adopting this book as your guide, you will learn how to deliver business solutions within Salesforce by combining analysis, creativity, and logic with core elements such as validation rules, workflow rules, processes, flows, formula fields, and Lightning apps. In addition, Weinmeister dissects and explains the most useful functions and shows you how to use them. Best of all, Weinmeister assesses the real-life business scenarios and visuals. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are enabled, equipped, and empowered. What You'll Learn Build objects, fields, and relationships to establish a sensible data model Automate business processes by using Workflow, Process Builder, and Flow Utilize functions and develop formulas effectively for a variety of business needs Develop approval processes to handle exception scenarios Employ actions to easily create efficient and relevant user experiences Manage your environments and deploy your solutions Who This Book Is for Business analysts, Salesforce administrators, and Salesforce developers*

*This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. Mastering Salesforce DevOps explains how to build a powerful and comprehensive DevOps workflow for Salesforce—allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques. It addresses the need for a comprehensive guide to DevOps for Salesforce, allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today. What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easilyAllow admins to participate in what has traditionally been a developer workflow Know the techniques for reducing the stress and risk of deploymentApply the full range of automated tests that can be used on Salesforce Who This Book Is for Salesforce developers, release managers, and those managing Salesforce development teams who need a guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce*

*Practical Guide to Salesforce Communities*

*Mastering Salesforce DevOps*

*Becoming More Agile Whilst Delivering Salesforce*

*Build, configure, and customize Salesforce CRM and mobile solutions, 5th Edition*

*Developing Teen Leadership*

*Salesforce Platform App Builder Certification*

*Using Excel for Business and Financial Modelling*

*Get a 360-degree view of the Salesforce platform and learn how to use it for sales, service, marketing, and automating business processes. Key Features Understand how to use core Salesforce objects for maximum efficiency Build various dashboards and reports to analyze results and improve visibility in your business processes Learn the basics of Salesforce administration and mobile app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get started with this book.*

*"This book is the missing link ... and should be required reading for anyone looking to launch or grow a career within the Salesforce ecosystem." -Selina Suarez, Executive director/founder, PepUp Tech In the next two years, an estimated 3.3 million jobs in the Salesforce ecosystem will open, and one of them could be yours. But how can you sort through all these jobs-administrators, architects, analysts, developers, consultants-and find the one that is right for you? And how do you package yourself to win the job position?Martin Gessner, author of The Salesforce Career Playbook, is known in the Salesforce community for his highly regarded Salesforce credentials training. He has helped thousands of Salesforce professionals learn Salesforce, develop their careers, and prepare for certifications.Now, he has written the definitive guide to starting your Salesforce career, and moving up the ladder. From the Back Cover Packed with case studies and advice from people in the trenches of a Salesforce career, The Salesforce Career Playbook will help you: Find job opportunities and showcase your skills so that you land a job...and not just any old job, but the right job that is best suited to your personality, skills, and lifestyle preferences. Sort through the different careers available, and see a day-in-the-life of real Salesforce professionals working in these jobs.Learn insider tips and strategies for developing and growing your career once you have joined the Salesforce ecosystem.Regardless of whether you have a master's degree in information technology or no formal education beyond eighth grade, you can earn a more-than-competitive wage and move up the ladder in a Salesforce-related career, and jobs are available for techies and not-techies alike. Editorial Reviews "I wish I had read The Salesforce Career Playbook six years ago when I did my transition into the Salesforce ecosystem."-Sergey Erlikh, MVP and solution architect "People don't put in enough time thinking about their careers. You can't just work hard and hope everything works out okay. You have to proactively plan your short- and long-term career, which is why I recommend studying Martin's Salesforce Career Playbook!"-David Liu, Salesforce technical architect, Salesforce MVP "I love the advice from all the people already working in Salesforce, from the nuts and bolts of landing the first job to the high-level advice for finding the right trajectory."-Christine Marshall, MVP and Salesforce administrator"Whether you are a newbie, a career-changer, or advancing in your career, this book will help you find and take the next step."-Ben Duncombe, Director and Salesforce recruitment specialist at Talent Hub, a Salesforce recruitment firm "There's much more to being a successful Salesforce professional than simply accumulating Trailhead badges and Salesforce certifications. This book sheds light on some of the other critical elements (and skills) needed for career success."-David Giller, Salesforce Consultant & Trainer, CEO at Brainrate" This book is about finding your home in Salesforce-and not just any home, but the right home. It's about figuring out who you are as a person and making sure you sign your career with what you want out of life."-Anna Loughnan, CRM product lead, community group leader, Salesforce MVP "An excellent read for those navigating their Salesforce careers! Packed with tips for positioning yourself and getting hired."-Stuart Smith, Co-founder and director of SaaSpeople, a Salesforce recruitment firm "This book should be required reading for anyone interested in starting or advancing their career in Salesforce." -Vickie Jeffery, Salesforce MVP, technology manager, Aures, one of Australia's largest insurance broking companies*

*The web has to be inclusive. One in five people living in the UK have a disability. From Microsoft's "inclusive design" movement - creating adaptive controllers for users with a range of disabilities - to Beyonc é's site being sued for failure to be accessible, the importance of considering access needs is gaining mainstream attention. Recognizing and catering for a range of disabilities in our online platforms is key to achieving a truly inclusive web. You'll be guided through a broad range of access needs, the barriers users often face, and provided practical advice on how your sites can help rather than hinder. Going beyond advice tailored solely for developers, this book offers potential improvements for designers, developers, user experience professionals, QA and testers, so that everyone involved in building a website can engage with the concepts without the need to understand how to code. Learn about the very latest technology - such as natural language processing and smart home tech - and explore its application accessibly. This book comes complete with practical examples you can use in your own sites and, for the first time in any web accessibility book, access needs experienced by those with mental health disorders and cognitive impairments are comprehensively covered. Applicable to both new projects and those maintaining existing sites and looking for achievable improvements on them, Practical Web Inclusion and Accessibility gives you all the information you need to ensure that your sites are truly accessible for the modern, inclusive web. What You Will Learn Understand the vast range of disabilities that have online access needs Apply the practical steps required to cater for those needs Use new technology to open up exciting avenues for the sites you create and maintain Approach accessibility from a full spectrum of online disciplines Start thinking about users with specific disabilities and how it impacts your work Who This Book Is For Anyone who wants to have a greater understanding of the inclusive web and considerations that should be made. You do not need to have coding knowledge. Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. What You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!*

*Nonprofit Management 101*

*A beginner's guide to building apps on the Salesforce Platform and passing the Salesforce Platform App Builder exam*

*People Powered*

*Patterns and Best Practices*

*Salesforce.com Lightning Process Builder and Visual Workflow*

*Trailblazer*

*A Practical Guide to Model-Driven Development on the Force.com Platform*

*This is a time when organizations must develop far deeper relationships with customers. But they don't know how this is done profitably and at scale. This book will help usher confused organizations into a new future where community and profit mutually support one another. Carrie Melissa Jones and Charles H. Vogl highlight companies succeeding (Airbnb, Reddit, Apple, Toyota Motor Company, etc.) and those who are failing (left anonymous). The authors clarify the structural differences between authentic brand community and simple marketing, social media, and platform projects. Their book outlines brand community strategies and models for organizations that will help them create communities that make the world a better place for the organization's stakeholders and everyone else. Organizational leaders will gain the skills to distinguish how communities differ when serving marketing, innovation, advocacy, recruitment, retention, and social support goals and choose how best to succeed with their own goal-appropriate community models. What if you discovered a blueprint that could grow your brand's reputation and loyalty, dramatically reduce customer service issues, produce content and technology, and cement a powerful, lasting relationship between you and your customers? Communities have been a popular topic since the rise of the Internet and social media, but few companies have consistently harnessed their power, driven tangible value, and effectively measured their return on investment (ROI) like Salesforce.com, Star Citizen via Kickstarter, and Red Hat. Companies such as PayPal, Facebook, Bosch, Microsoft, CapitalOne, and Google, have also built communities inside their organizations, which have fostered innovation, broken down silos, and helped their organizations to operate more efficiently and collaboratively. People Powered helps C-suite leaders, founders, marketers, customer advocates, and community leaders gain a competitive advantage by answering the following questions: What is the key value proposition of building a community? What kind of community do we need and how do we build and integrate it into our organization? How do we incentivize and encourage people to get involved, build reliable growth, and keep community members engaged? How do we develop authentic, productive relationships with community members both online and in person? How do we get departmental buy-in, hire effectively, and create consistent, reliable community engagement skills in our organization? What are the strategic and tactical pitfalls and roadblocks we need to avoid? How do we make sure that our community continues to grow with us—and more importantly, how do we make sure that we continue to grow with them? People Powered pulls together over 20 years of pragmatic experience into a clear, simple methodology and blueprint to not just answer these questions, but deliver results. Don't get left behind—become an industry trailblazer and ensure your company's longevity by tapping into the most dynamic force both outside and inside your organization: the People.*

*"A tactical primer for any business embarking on the critical work of actively building community."—Seth Godin, Author, This is Marketing "This book perfectly marries the psychology of communities, with the hard-earned secrets of someone who's done the real work over many years. David Spinks is the master of this craft."—Nir Eyal, bestselling author of Hooked and Indistractable The rise of the internet has brought with it an inexorable, almost shockingly persistent drive toward community. From the first social networks to the GameStop trading revolution, engaged communities have shown the ability to transform industries. Businesses need to harness that power. As business community expert David Spinks shows in The Business of Belonging: How to Make Community your Competitive Advantage, the successful brands of tomorrow will be those that create authentic connection, giving customers a sense of real belonging and unlocking unprecedented scale as a result. In his career of over 10 years in the business of building community, Spinks has learned what a winning community strategy looks like. From the fundamental concepts—including how community drives measurable business value and what the appropriate metrics are—to high-level community design and practical engagement techniques, The Business of Belonging is an epic journey into the world of community building. This book is for decision makers who want to better understand the value and opportunity of community, and for community professionals who want to level up their strategy. Featuring a foreword by Startup Grind and Bevy cofounder Derek Andersen, it will give you a step-by-step model for strategically planning, creating, facilitating, and measuring communities that drive business growth. Attracting and retaining community members who are also loyal customers, brand evangelists, and leaders—that's the goal for today's connected businesses, and this book is the map to getting there.*