1.	Record Nr.	UNINA9910782130603321
	Autore	Scott Joel
	Titolo	Microsoft Dynamics CRM 4 for dummies [[electronic resource] /] / Joel Scott, David Lee
	Pubbl/distr/stampa	Indianapolis, IN, : Wiley, 2008
	ISBN	1-118-05260-9
		0-470-39753-5
	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (434 p.)
	Collana	--For dummies
	Altri autori (Persone)	LeeDavid <1950->
		WeissScott
	Disciplina	658.8120285536
	Soggetti	Customer relations - Data processing
		Relationship marketing
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	Microsoft Dynamics CRM 4 for Dummies; About the Authors; Authors' Acknowledgments; Contents at a Glance; Table of Contents; Introduction; Part I: Microsoft CRM Basics; Part II: Setting Things Up; Part III: Managing Sales; Part IV: Making the Most of Marketing; Part V: Taking Care of Your Customers; Part VI: The Part of Tens; Index
	Sommario/riassunto	Customer relationship management, or CRM, is certainly a hot topic in business today. If you have a small or medium-sized business, chances are you're already aware of all it can do for you. But with so many options and so much to think about, how do you get a CRM system in place with a minimum of hassle? Well, Microsoft Dynamics CRM 4 For Dummies is a great place to start! Written by veteran CRM experts Joel Scott and David Lee, this friendly guide will have you understanding and using Microsoft's CRM solution in a jiffy. Whether you're considering a CRM system for the first time or