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Nota di contenuto	Microsoft Dynamics CRM 2011 Administration Bible; About the Authors; Credits; Part I: Laying a Solid Foundation; Managing Customers with CRM; Chapter 1: Familiarizing Yourself with CRM; Getting Acquainted with CRM: Concepts and Terminology; Understanding What Makes Microsoft Dynamics CRM Unique; XRM: Extending CRM; Planning a Successful CRM Project; Summary; Chapter 2: Taking a Tour of Dynamics CRM; Looking at What's New in Microsoft Dynamics CRM 2011; Changes to the User Experience; Choosing a Deployment Option; System Requirements; Accessing CRM; Summary; Part II: Installing Dynamics CRM Chapter 3: Architecting Your CRM System Planning Your Installation Strategy; Breaking Out Server Roles; Installing the Dynamics CRM Server; Upgrading the Dynamics CRM Server; Summary; Chapter 4: Installing Other Components for Dynamics CRM; Installing Ancillary Server Components; Configuring Dynamics CRM for External Access; Intergrating E-Mail with Dynamics CRM; Installing the Outlook Client; Summary; Part III: Administering Dynamics CRM; Chapter 5: Post-Installation System Settings; Putting Your Dynamics CRM House in Order; Taking Your Network and Domain Policies into Consideration

Planning and Implementing Your Organization's Structure  
Preparing for Your First User; Summary; Chapter 6: Managing Users in Dynamics CRM; Understanding Licensing Options; Authenticating Users; Managing Users; Summary; Chapter 7: Using the Deployment Manager; Using the Deployment Manager Console; Summary; Chapter 8: Managing Data; Importing Data with the Import Data Wizard; Detecting Duplicates; Cleaning Up Your Data with the Bulk Deletion Wizard; Summary; Chapter 9: Maintaining, Optimizing, and Troubleshooting Dynamics CRM; Maintaining Dynamics CRM; Optimizing Dynamics CRM; Troubleshooting Errors and Performance Problems; Summary; Part IV: Using Microsoft Dynamics CRM; Chapter 10: Getting to Know the CRM Application; Navigating the Dynamics CRM Interface; Record Ownership; Connections and Customer Relationships; Managing Activities with Dynamics CRM; Using Queues; Working with E-mail Templates; Merging Duplicate Records; Using Your Mobile Device with Dynamics CRM; Summary; Chapter 11: Using Dynamics CRM for Outlook; Comparing the Outlook and Web Versions of Dynamics CRM; Using Dynamics CRM within Outlook; Using the Outlook Extensions; Summary  
Chapter 12: Using the Sales Functions; Understanding the Sales Lifecycle; Managing Leads; Managing Opportunities; Working with the Product Catalog; Working with Quotes, Orders, and Invoices; Summary; Chapter 13: Using the Marketing Functions; Managing Campaigns; Using Quick Campaigns; Working with Marketing Lists; Other Marketing Functions; Summary; Chapter 14: Using the Service Functions; Managing Cases; Scheduling Service; Summary; Part V: Customizing Dynamics CRM Through the User Interface; Chapter 15: Realizing the Benefits of Office and SharePoint Integration  
Exporting and Importing Data with Microsoft Excel

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Sommario/riassunto

An in-depth, expert guide to Microsoft Dynamics CRM 2011 from Microsoft CRM experts! What better way to learn how to administer Dynamics CRM 2011 than from two Microsoft CRM experts? This in-depth Bible is packed with expert guidance on the latest version of Microsoft's hot CRM product. Whether you're new to Dynamics CRM or upgrading from an earlier version, you'll get thoroughly up to speed on everything from the basics to new features and more. Brings you up to speed on Microsoft Dynamics CRM 2011, the latest version of Microsoft's fast-growing customer relationship mana

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