

1. Record Nr.	UNINA9910459187003321
Titolo	Implementing SugarCRM 5.x [[electronic resource]] : install, configure, and administer a robust customer relationship management system using SugarCRM / / Angel Magana, Michael Whitehead
Pubbl/distr/stampa	Olton Birmingham [England], : Packt Pub. Ltd., 2010
ISBN	1-282-77921-4 9786612779213 1-84719-867-8
Descrizione fisica	1 online resource (352 p.)
Altri autori (Persone)	MaganaAngel WhiteheadMichael
Disciplina	658.8120285536
Soggetti	Open source software Customer relations - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Copyright; Credits; About the Authors; About the Reviewer; Table of Contents; Preface; Chapter 1: Doing Business-Better; Small and medium-size businesses: The good, the bad, and the ugly; Typical small business needs; The business benefits of CRM technology; What is Customer Relationship Management?; CRM customization; What will a CRM do for my business?; What are my CRM options?; Deployment options; What is SugarCRM?; Why choose SugarCRM?; How will this book help me tailor SugarCRM to my business?; Our case study: RayDoc Carpets, Doors, and Windows; Our hero: Doc What does the future hold for RayDoc? Summary; Chapter 2: One Size Does Not Fit All-CRM Your Way; Identifying the CRM needs of your business; Which business activities will be a part of your CRM?; Account and contact management; Lead and opportunity management; Sales Force Automation (SFA); Sales analytics; Customer service and contracts; Knowledge management; Activity management; E-mail management; Marketing automation; Employee directory; Interface consolidation; Document management; Reporting and analytics;

Business models and their specific requirements; B2B or B2C?; Products or Services?

Average transaction value, sales cycle, and the recurring business model Business location; Size does matter: Two or two hundred?; International needs; How do I make shrink-wrapped software suit my business?; Customer-centric business management; Planning your installation; Your CRM data hub; Requirement analysis; RayDoc CRM requirements; Your CRM requirements worksheet; Summary; Chapter 3: CRM Deployment Options; Deployment alternatives; Choosing a server operating system; Specifying your server hardware; Web-based application platforms; Backup and security considerations; Server security

Emergencies and natural disasters Bandwidth capacity and reliability considerations; Performing the installation; Summary; Chapter 4: SugarCRM Basics; CRM processes and terminology; Accessing the SugarCRM system; A quick tour of SugarCRM; Themes; SugarCRM basics: Data relationships; SugarCRM navigation: Accounts and contacts; List and detail view screens; Main panel and subpanels; Edit view screens; Data relationships and searching; SugarCRM basics: Security; The sales pipeline: Leads and opportunities; Aggregating opportunities: The sales pipeline; The dashboard; Calendaring; Sales activities

Creating a note Creating a task; Scheduling a call or meeting; Managing e-mails; E-mail templates; Advanced user-interface features; Printing information; Getting help; Exporting information; Mass operations; Input business card; Create from vCard; Quick new item; Summary; Chapter 5: Extending The Business Role of Your SugarCRM System; Resetting the database; Marketing campaigns; Targets, leads and contacts; Creating an e-mail template; Adding targets to the campaign; The mass e-mailing queue; Campaign metrics; Summary; Chapter 6: The SugarCRM Ecosystem; SugarCRM Community Edition SugarForge.org and SugarExchange.com

Sommario/riassunto

Install, configure, and administer a robust Customer Relationship Management system using SugarCRM

2. Record Nr.	UNINA9910830378803321
Autore	Johnson Lynelle R.
Titolo	Canine and feline respiratory medicine / / Lynelle R. Johnson
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley-Blackwell, , 2020
ISBN	1-119-48227-5 1-119-48229-1 1-119-48230-5
Edizione	[Second edition.]
Descrizione fisica	1 online resource (234 pages)
Disciplina	636.08962
Soggetti	Dogs - Diseases Dogs - Diseases - Treatment Dogs - Diseases - Diagnosis
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Localization of Disease -- Respiratory Diagnostics -- Respiratory Therapeutics -- Nasal Disorders -- Diseases of Airways -- Parenchymal Disease -- Pleural and Mediastinal Disease -- Vascular Disorders.
Sommario/riassunto	"This comprehensive reference provides readers with everything they need to know about diagnosing and treating canine and feline respiratory disease. Significantly updated and expanded, it focuses on localization of disease, efficient diagnostic testing, and appropriate therapy. With more images, discussion, and diagrams, this Second Edition includes more detail and new information throughout, particularly in the areas of antimicrobial guidelines, anti-fungal therapies, and ant-viral medications in cats. Logically organized for ease of use in the practice setting, Canine and Feline Respiratory Medicine, Second Edition features problem-based learning to enhance working knowledge of the topics discussed. Chapters cover localization of disease, respiratory diagnostics, respiratory therapeutics, nasal disorders, and diseases of airways. Sections on parenchymal disease; pleural and mediastinal disease; and vascular disorders are also presented. Canine and Feline Respiratory Medicine is an essential resource for veterinary internal medicine specialists, general practitioners, and veterinary students. Offers a complete guide to the

diagnosis and treatment of respiratory conditions in canine and feline patients--now expanded to include more detailed and advanced information. Focuses on localization of disease, diagnostic testing, and appropriate therapy. Thoroughly updated with new antimicrobial guidelines, the latest information on anti-fungal therapy, and new advances in ant-viral medications in cats. Includes many new images and topics for discussion. Features problem-based learning exercises to support a working understanding of the topics discussed"--
