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

Learn how to build advanced 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 targeted at Salesforce.com administrators, business analysts, and managers 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 Secure and share your reports and dashboards with other users 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 In Detail Built on the Salesforce App Cloud, the new 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 reports, to use Schedule Report, and create advanced report 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. Finally, we will discuss how to access dashboards and reports from the 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. An essential guide to building supportive entrepreneurialcommunities "Startup communities"

are popping up everywhere, from citieslike Boulder to Boston and even in countries such as Iceland. Thesetypes of entrepreneurial ecosystems are driving innovation andsmall business energy. Startup Communities documents thebuzz, strategy, long-term perspective, and dynamics of buildingcommunities of entrepreneurs who can feed off of each other'stalent, creativity, and support. Based on more than twenty years of Boulder-based entrepreneurturned-venture capitalist Brad Feld's experience in the field?aswell as contributions from other innovative startupcommunities?this reliable resource skillfully explores what ittakes to create an entrepreneurial community in any city, at anytime. Along the way, it offers valuable insights into increasingthe breadth and depth of the entrepreneurial ecosystem bymultiplying connections among entrepreneurs and mentors, improvingaccess to entrepreneurial education, and much more. Details the four critical principles needed to form asustainable startup community Perfect for entrepreneurs and venture capitalists seeking freshideas and new opportunities Written by Brad Feld, a thought-leader in this field who hasbeen an early-stage investor and successful entrepreneur for morethan twenty years Engaging and informative, this practical guide not only showsyou how startup communities work, but it also shows you how to makethem work anywhere in the world.

In order to remain competitive in today's world, companies need to be able to integrate internally and externally by connecting sensors, customers and partners with the information in their systems of record. In short, they need to integrate with everything. This IBM® Redbooks® publication describes how IBM Application Integration Suite and IBM Messaging portfolio can be used to satisfy the needs of core hybrid integration use cases, accelerating companies in their digital transformation journey. All concepts are explained within the context of these use cases: Joining the API economy Improving productivity Refactoring for innovation The target audience for this book is cloud and integration architects and specialists who are implementing hybrid integration solutions.

The non-technical guide to building a booming tech-enabled business Thinking of starting a technology-enabled business? Or maybe you just want to increase your technology mojo so you can do your job better? You do not need to learn programming to participate in the development of today's hottest technologies. But there are a few easy-to-grasp foundation concepts that will help you engage with a technical team. Starting a Tech Business explains in practical, actionable terms how to formulate and reality test new ideas package what you learn into frameworks that are highly actionable for engineers understand key foundation concepts about modern

software and systems participate in an agile/lean development team as the 'voice of the customer' Even if you have a desire to learn to program (and I highly recommend doing whatever unlocks your 'inner tinkerer'), these foundation concepts will help you target what exactly you want to understand about hands-on technology development. While a decade ago the barriers to creating a technology-enabled business required a pole vault, getting started today only requires a determined step in the right direction. Starting a Tech Business supplies the tools prospective entrepreneurs and business enterprises need to avoid common pitfalls and succeed in the fast-paced world of high-tech business. Successful execution requires thoughtful, evidence-based product formulation, well-articulated design, economic use of systems, adaptive management of technical resources, and empathetic deployment to customers. Starting a Tech Business offers practical checklists and frameworks that business owners, entrepreneurs, and professionals can apply to any tech-based business idea, whether you're developing software and products or beginning a technology-enabled business. You'll learn: 1. How to apply today's leading management frameworks to a tech business 2. How to package your product idea in a way that's highly actionable for your technical team 3. How to ask the right questions about technology selection and product

architecture 4. Strategies to leverage what your technology ecosystem has to offer 5. How to carefully define the roles on your team, and then effectively evaluate candidates 6. The most common disconnects between engineers and business people and how to avoid them 7. How you can apply process design to your tech business without stifling creativity 8. The steps to avoid the most common pitfalls tech founders encounter Now is one of the best times to start a technology-enabled business, and anyone can do it with the right amount and kind of preparation. Starting a Tech Business shows you how to move a product idea to market quickly and inexpensively—and to tap into the stream of wealth that a tech business can provide.

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 in new, powerful ways. In this book, Philip Weinmeister, a Salesforce MVP and

the first-ever recipient of the "Community Cloud MVP" Trailblazer award, leads you through the ins and outs of Salesforce communities and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform. Practical Guide to Salesforce Communities 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

"This guide for starting and running a nonprofit organization discusses developing a strategic plan and budget; recruiting and managing board members, volunteers, and staff; fundraising including traditional methods and crowdfunding; marketing strategies; building a website; using social media strategically; avoiding copyright troubles; and adopting policies that are legally sound"--

From the Social Enterprise Alliance, the organization dedicated to building a robust social enterprise field, comes Succeeding at Social Enterprise. This practical guide is filled with the best practices, tools, guidance, models and successful cases for leaders (and future leaders) of social ventures and enterprises. A groundbreaking work, it brings together the knowledge and experience of social enterprise pioneers in the field and some of today's most successful social entrepreneurs to show what it takes to implement and run an effective social venture or organization. Succeeding at Social Enterprise focuses on real life examples, lessons

learned and the core competencies that are needed to run a social venture in a nonprofit, highlighting such skills as managing and leading, business planning, marketing and sales, and accounting. Praise for Succeeding at Social Enterprise "This is a must read for anyone starting or growing a social enterprise. The lessons learned offer valuable, practical and real insights from pioneers in the field. The frameworks and tools presented can be implemented immediately to help drive success and expand your social impact." —Kriss Deiglmeier, executive director, Center for Social Innovation, Stanford Graduate School of Business "By successfully weaving together the best thinking and advice from a diverse set of our field's leading experts and practitioners, Succeeding at Social Enterprise will be the new 'must have' handbook for Social Enterprise." —Jed Emerson, www.BlendedValue.org "This is a timely book needed for a movement that's taking off. The leading thinkers and top practitioners in this book make today's pressing issues clear to both the novice and the experienced social entrepreneur." —Kevin Jones, founding principal, Good Capital "Written by the nation's leading experts on starting, building and leading a successful social venture, this book is a profoundly important contribution to the growing body of literature on social entrepreneurship. No other book brings to bear this kind of business

experience, practical advice and wisdom on the challenges of creating and sustaining a social enterprise." —David Roll, founder, Lex Mundi Pro Bono Foundation

Strategically design, troubleshoot, and automate Docker containers from development to deploymentAbout This Book* Develop, test, automate, and deploy production-ready Docker containers* Utilize current and emergent technologies for effective Docker orchestration and management* A step-by-step guide to diagnosing and fixing problems with Docker containersWho This Book Is ForThis book is intended for seasoned solutions architects, developers, and programmers, system engineers, and administrators to help you troubleshoot common areas of Docker containerization. If you are looking to build production-ready Docker containers for automated deployment, you will be able to master and troubleshoot both the basic functions and the advanced features of Docker. Advanced familiarity with the Linux command line syntax, unit testing, the Docker Registry, Github, and leading container hosting platforms and Cloud Service Providers (CSP) are the prerequisites.What You Will Learn* Install Docker ecosystem tools and services* Test, troubleshoot, and automate the image building process* Design and implement Microservices and N-tier applications* Create re-usable, portable

containers* Network and inter-link containers* Attach volumes securely to containers* Consume and troubleshoot Docker APIs* Orchestrate and manage containers with Docker Machine, Compose, and Swarm* Update, maintain, and secure containersIn DetailDocker is an open source, container-based virtualization platform that enables anyone to consistently develop and deploy stable applications anywhere. Docker delivers speed, simplicity, and security in creating scalable, portable environments for ultramodern applications.With the advent and prevalence of Docker in the containerization of modern microservices and n-tier applications, it is both prudent and imperative to effectively troubleshoot automated workflows for production-level deployments. This book will traverse some common best practices for complex application scenarios where troubleshooting can be successfully employed to provide the repeatable processes and advantages that containers can deliver.By sequentially working through the real-world production scenarios throughout the book, you will gain insight into and mastery of common areas not only for effective troubleshooting, but ways to avoid troubleshooting in the first place. This book will ensure your success with this emergent technology into tested, automated real-world deployment. Thinking of migrating to PostgreSQL? This clear, fast-paced introduction helps you understand and use

this open source database system. Not only will you learn about the enterprise class features in versions 9.5 to 10, you'll also discover that PostgeSQL is more than a database system—it's an impressive application platform as well. With examples throughout, this book shows you how to achieve tasks that are difficult or impossible in other databases. This third edition covers new features, such as ANSI-SQL constructs found only in proprietary databases until now: foreign data wrapper (FDW) enhancements; new full text functions and operator syntax introduced in version 9.6; XML constructs new in version 10; query parallelization features introduced in 9.6 and enhanced in 10; built-in logical replication introduced in Version 10.e. If you're a current PostgreSQL user, you'll pick up gems you may have missed before. Learn basic administration tasks such as role management, database creation, backup, and restore Apply the psql command-line utility and the pgAdmin graphical administration tool Explore PostgreSQL tables, constraints, and indexes Learn powerful SQL constructs not generally found in other databases Use several different languages to write database functions Tune your queries to run as fast as your hardware will allow Query external and variegated data sources with foreign data wrappers Learn how to use built-in replication to replicate data A practical guide that will help you discover

fundamentals for building applications on Force.com without writing a single line of code. If you are new to the Force.com platform and want to learn from scratch, it is advisable that you begin with the first chapter and move on to the last. However, if you are familiar with Force.com and want to understand in detail some aspect of it, you can dip into any chapter. Each certification module is covered in a separate chapter, and is accompanied by questions being asked in the exams. Developers who need to prepare for the Salesforce.com Certified Force.com Developer exam will benefit from this book. This book is ideal for developers who are new to Salesforce CRM and the Force.com platform. It would be advantageous if readers have some familiarity with Salesforce applications and have basic HTML and XML skills. By the end of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. Click your way to automating various business processes using Salesforce Visual WorkflowAbout This Book* Develop an application using Point and Click with the help of Flow* Get to grips with various ways to launch a Flow* Capture data from an external user without using the Visualforce page* Save user input into the database, and learn how to query and manipulate the data* Discover various ways to debug and deploy Flow and Process Builder* Understand the concepts of Subflow and

Login Flow* Handle complex business processes using Process builder and keep them clean* Use existing or new Flows to work with Salesforce Lightning Experience.Who This Book Is ForThis book is intended for those who want to use Flows to automate their business requirements by clicking, not coding. No previous experience in computer coding or programming is required.What You Will Learn* Develop an application using point and click with the help of Flow* Get to grips with various ways to launch a Flow* Capture data from an external user without using the Visualforce page* Save user input into the database, and learn how to query and manipulate the data* Discover various ways to debug and deploy Flow and Process Builder* Understand the concepts of Subflow and Login Flow* Handle complex business processes using Process builder and keep them clean* Use existing or new Flows to work with Salesforce Lightning Experience.In DetailSalesforce Management System is an information system used in CRM to automate the business processes like sales and marketing. To implement this, Force.com developed a powerful tool called Visual Workflow to automate business processes by creating applications also called Flows.Learning Salesforce Visual Workflow, Second Edition is a practical guide on Flows that will enable you to develop custom applications in Salesforce with minimized code usage.The book starts with an

introduction to Visual Workflows that teaches all the building blocks of creating Flows and use it efficiently. You will learn how to easily automate business processes and tackle complex business scenarios using Flows. The book explains the working of the Process Builder so you can create reusable processes. The book also covers how you can integrate existing or newly created Flows with the Salesforce Lightening Experience.By the end of the book, you will get a clear understanding on how to use Flows and Process Builder in your organization to optimize code usage.Style and approachStep by step approch to use Process Builder to solve complex business requirements with the help of Flow

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.

Essential for fostering the professional development and enhanced competency of school psychologists, this book discusses administrative and clinical supervision and offers vignettes, assessment tools, and methods for evaluating professional growth.

EXPLORING MARKETING RESEARCH, 11E, provides a thorough guide to the design, execution, analysis, and reporting of marketing research to support effective business decisions. The text prepares students to approach marketing research from a management perspective rather than as hands-on practitioners, providing valuable business context while introducing both traditional research

methods, such as designing questionnaires, and the latest technological advances, including current data collection devices, data analysis tools, practical approaches to data analytics, and the impact of social media and artifactual online data. In addition to updates based on recent trends and technology, the new 11th Edition features an increased emphasis on ethical and international issues, reflecting their growing importance in modern marketing research. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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. E-commerce customer service technologies adopted by businesses help them present their customers with the information they want quickly, take responsibility for their actions, communicate specific solutions to customers, and maintain their competitive edge. Evidently, different e-commerce customer technologies have different strengths and deficiencies. Principally, this book zeroes in on the strengths and downsides of the e-commerce customer service technologies used by Adidas, Standard Bank, and Coca-Cola currently, comparing the technologies critically. They use the Salesforce Commerce Cloud, Acquire, and Get Satisfaction e-commerce customer service technologies respectively. If a business is required to adopt Get Satisfaction, Acquire, or Salesforce Commerce Cloud as its e-commerce customer technology, it should consider each of the options' capabilities and deficiencies. Get Satisfaction and Salesforce Commerce Cloud, unlike Acquire, enable businesses build online customer communities. Salesforce Commerce Cloud and Acquire, unlike Get Satisfaction have analytics capabilities, which are rather important to support organizations, including businesses that offer customer support. Salesforce Commerce Cloud and Acquire, unlike Get Satisfaction, help businesses offer consistent customer experiences over varied channels - one of

the most critical differentiating factor for retail businesses presently is shopping experience. Acquire and Salesforce Commerce Cloud, unlike Get Satisfaction, assist businesses in integrating customer data.

This book provides readers with a practical guide to the principles of hybrid approaches to natural language processing (NLP) involving a combination of neural methods and knowledge graphs. To this end, it first introduces the main building blocks and then describes how they can be integrated to support the effective implementation of real-world NLP applications. To illustrate the ideas described, the book also includes a comprehensive set of experiments and exercises involving different algorithms over a selection of domains and corpora in various NLP tasks. Throughout, the authors show how to leverage complementary representations stemming from the analysis of unstructured text corpora as well as the entities and relations described explicitly in a knowledge graph, how to integrate such representations, and how to use the resulting features to effectively solve NLP tasks in a range of domains. In addition, the book offers access to executable code with examples, exercises and real-world applications in key domains, like disinformation analysis and machine reading comprehension of scientific literature. All the examples and exercises proposed in the book are available as executable Jupyter notebooks in a GitHub repository. They are all ready to be run on Google Colaboratory or, if preferred, in a local environment. A valuable resource for anyone interested

in the interplay between neural and knowledge-based approaches to NLP, this book is a useful guide for readers with a background in structured knowledge representations as well as those whose main approach to AI is fundamentally based on logic. Further, it will appeal to those whose main background is in the areas of machine and deep learning who are looking for ways to leverage structured knowledge bases to optimize results along the NLP downstream.

A guide to the validation and risk management of quantitative models used for pricing and hedging Whereas the majority of quantitative finance books focus on mathematics and risk management books focus on regulatory aspects, this book addresses the elements missed by this literature--the risks of the models themselves. This book starts from regulatory issues, but translates them into practical suggestions to reduce the likelihood of model losses, basing model risk and validation on market experience and on a wide range of real-world examples, with a high level of detail and precise operative indications.

A practical guide through which you will discover how to set up and configure the application. Along the way, you will also be presented with solutions and real-life examples on how to further improve and maintain its functionality with clear step-by-step instructions. Being highly organized and compact, this book contains detailed instructions with screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. 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 novice or a more experienced admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform. By the end of the book, you will be ready to configure and administer a Salesforce CRM system in a real-world environment which fully supports your business needs. The internet has totally revolutionized the practice of public relations. This revolution has not only affected the way PR professionals communicate but has changed the nature of communication itself. This thoroughly revised, second edition of Online Public Relations shows readers how to use this potent and energizing medium intelligently and effectively. David Phillips explores the growth of social media sites such as Facebook, MySpace, Bebo, Flickr etc, and of virtual environments, virtual communities, information sharing sites and blogs. PR practitioners must now explore and experiment with new technologies and new ways of thinking to get their message across - and an environment which has been made far more transparent, due to social media. Other topics covered include new models of information exchange, commercial implications of the internet, how social media impacts on PR strategy, developing online PR strategies, risks and opportunities and CSR. This second edition is a timely and authoritative overview of the new online PR. Any PR professional wanting to conduct business in the modern interconnected world will regard this book as a must.

Deepa Patel, Salesforce MVP and founder of the

Salesforce Certification Study Group, offers CRM admins a practical guide to expand their skills and boost their chances for long-term success. Her book bridges the gap between knowing technology and applying it to a company's business processes. As technology has evolved, so has the need for CRM admins who understand how to apply business analysis methodology to their day-to-day work. This is the number one skill requested by prospective employers today. In BEYOND CRM BASICS, Ms. Patel explains the complementary roles of CRM admin and business analyst. She guides CRM admins to an understanding of the enhanced skill set needed to do their current jobs effectively and increase their value in the marketplace. The author shares a series of inspiring success stories offered by members of the CRM community - people from different walks of life who created rewarding careers for themselves by thinking outside of the box. The book concludes with additional resources to help CRM admins take their own careers to the next level.

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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

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 harder to take others with you on that journey. But, as Ines says, 'it doesn't have to be painful'.In this book, 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, easily implementable suggestions that you can try immediately and 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

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 Craigslist Foundation This important resource offers professionals key insights that will have a direct impact on improving their daily work.

In this age of data economy, data analytics is recognized as a key differentiator for companies trying to gain a sustainable competitive advantage and outperform their peers. However, the complexity of establishing an analytical architecture due to a wide array of disparate technical capabilities offered by a plethora of vendors makes the deployment of an on-premise solution a daunting task. For this reason, the Salesforce Analytics Cloud has captured the imagination from of both IT and business communities. The Salesforce Analytics Cloud represents the rethinking of analytics for the business user. The Analytics Cloud is a cloud-based platform designed for the business user to have access to analytics "on the go," providing answers to questions instantly on any device. This mobile-ready capability of the Salesforce Analytics Cloud means users can immediately collaborate and share insights with team members right inside Salesforce. Pro Salesforce Analytics Cloud provides actionable guidance on creating analytical capabilities using Salesforce Analytics Cloud. The book offers:/pulliA practical guide to Salesforce Analytics Cloud, including Wave Platform, Builder, and Explorer./liliDetailed business analytics use cases in various industries (e.g., retail, healthcare, financial services, and telecommunications)./liliArchitecture and best practices for integration, security, hybrid cloud coexistence, and governance./li/ulpemPro Sal/p/em/pesforce Analytics Cloud /emis the first comprehensive book on Salesforce Analytics and provides a holistic architecture view of different analytical capabilities and how they fit into the overall information

architecture. It features real-world industry use cases and demonstrates how Salesforce's Analytics Cloud solves business challenges and brings real value to the organization. Top Web marketing consultant Michael Tasner has written the definitive practical guide to driving maximum value from next-generation Web, online, mobile, and social marketing. Drawing from his innovative marketing techniques, Tasner has written the first book on Web 3.0 marketing. Tasner helps marketers, entrepreneurs, and managers move beyond hype and high-level strategy to proven tactics and successful ground-level execution. You'll discover which new marketing technologies deliver the best results and which hardly ever pay for themselves...how to use virtual collaboration to accomplish marketing projects faster and at lower cost...how to build realistic, practical action plans for the next three months, six months, and twelve months. Whatever you sell, wherever you compete, no matter how large or small your company is, this book will help you build leads, traffic, sales, market share--and profits! Capitalizing on the new "content marketing" The megashift from blogging to microblogging--and what it means to you A world run by smartphones: iPhones, BlackBerrys, and beyond Reaching a billion cellphone users: SMS, MMS, mobile ads, voice broadcasts, and more Plurk? UStream? Joost? Tumblr? iGoogle? Profiting from the sites and tools you may never have heard of Your Web marketing 360-degree review Systematically optimizing everything you're already doing online

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 features for declarative developers and shows you how to use them. Best of all, Weinmeister uses 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 book is a comprehensive collection of chapters focusing on the core areas of computing and their further applications in the real world. Each chapter is a paper presented at the Computing Conference 2021 held on 15-16 July 2021. Computing 2021 attracted a total of 638 submissions which underwent a double-blind peer review process. Of those 638 submissions, 235 submissions have been selected to be included in this book. The goal of this conference is to give a

platform to researchers with fundamental contributions and to be a premier venue for academic and industry practitioners to share new ideas and development experiences. We hope that readers find this volume interesting and valuable as it provides the state-of-the-art intelligent methods and techniques for solving real-world problems. We also expect that the conference and its publications is a trigger for further related research and technology improvements in this important subject. .

Click your way to automating various business processes using Salesforce Visual Workflow About This Book Develop an application using Point and Click with the help of Flow Get to grips with various ways to launch a Flow Capture data from an external user without using the Visualforce page Save user input into the database, and learn how to query and manipulate the data Discover various ways to debug and deploy Flow and Process Builder Understand the concepts of Subflow and Login Flow Handle complex business processes using Process builder and keep them clean Use existing or new Flows to work with Salesforce Lightning Experience. Who This Book Is For This book is intended for those who want to use Flows to automate their business requirements by clicking, not coding. No previous experience in computer coding or programming is required What You Will Learn Develop an application using point and click with the help of Flow Get to grips with various ways to launch a Flow Capture data from an external user without using the Visualforce page Save user input into the database, and learn how to query and manipulate the data Discover various ways to debug and deploy Flow and Process Builder Understand the concepts of Subflow and Login Flow Handle complex business processes using Process builder and keep them clean Use existing or new Flows to work with Salesforce Lightning Experience. In Detail Salesforce Management System is an information

system used in CRM to automate the business processes like sales and marketing. To implement this, Force.com developed a powerful tool called Visual Workflow to automate business processes by creating applications also called Flows. Learning Salesforce Visual Workflow, Second Edition is a practical guide on Flows that will enable you to develop custom applications in Salesforce with minimized code usage. The book starts with an introduction to Visual Workflows that teaches all the building blocks of creating Flows and use it efficiently. You will learn how to easily automate business processes and tackle complex business scenarios using Flows. The book explains the working of the Process Builder so you can create reusable processes. The book also covers how you can integrate existing or newly created Flows with the Salesforce Lightening Experience. By the end of the book, you will get a clear understanding on how to use Flows and Process Builder in your organization to optimize code usage. Style and approach Step by step approch to use Process Builder to solve complex business requirements with the help of Flow

Strategically design, troubleshoot, and automate Docker containers from development to deployment About This Book Utilize current and emergent technologies for effective Docker orchestration and management A step-by-step guide to diagnosing and fixing problems with Docker containers. Who This Book Is For This book is intended for seasoned solutions architects, developers, and programmers, system engineers, and administrators to help you troubleshoot common areas of Docker containerization. If you are looking to build production-ready Docker containers for automated deployment, you will be able to master and troubleshoot both the basic functions and the advanced features of Docker. Advanced familiarity with the Linux command line syntax, unit testing, the Docker Registry, Github, and leading container hosting platforms and

Cloud Service Providers (CSP) are the prerequisites. What You Will Learn Install Docker ecosystem tools and services, Microservices and N-tier applications Create re-usable, portable containers with help of automation tools Network and inter-link containers Attach volumes securely to containers Consume and troubleshoot Docker APIs Troubleshooting issue of Docker deployment in Public cloud Ease the process of container management with Kubernetes In Detail This book will traverse some common best practices to for complex application scenarios where troubleshooting can be successfully employed to provide the repeatable processes and advantages that containers can deliver. This book will be a practical guide showing how to fix real-life issues related to installation, memory, Dockerfile syntax, connection, authorization, networking and so on in Docker. This book will also teach how to solve errors that occur during advanced setup and administration and deployment in a step-by-step fashion. By sequentially working through the real-world production scenarios in each chapter throughout the book, you will gain insight into and mastery of common areas not only for effective troubleshooting, but ways and means to avoid troubleshooting in the first place. This book will also cover tips and tricks that make the workflow easier. Style and approach An easy-to-follow guide full of interactive examples of real-world development and deployment scenarios. Ample screenshots, workflows, complementary tools, and related terminal commands are provided to address a wide range of practical and situational applications.

This edited volume provides managers, as well as students, with the best practices in effectively leading the 21st century workforce and managing change. It applies positive principles arising from the newly emerging fields of positive psychology, positive change, and positive organizational studies to the field of leadership and change; offering managers strategies

and tools to lead change effectively, in the present-day boundary-less work environment. At its most fundamental level, the uniqueness of this volume lies in its anchorage in the moral and spiritual dimension of leadership, an approach most relevant for contemporary organizations.

As the Web grows and expands into ever more remote parts of the world, the availability of resources over the Internet increases exponentially. Making use of this widely prevalent tool, organizations and individuals can share and store knowledge like never before. Cloud Technology: Concepts, Methodologies, Tools, and Applications investigates the latest research in the ubiquitous Web, exploring the use of applications and software that make use of the Internet's anytime, anywhere availability. By bringing together research and ideas from across the globe, this publication will be of use to computer engineers, software developers, and end users in business, education, medicine, and more.

Neural Networks and their implementation decoded with TensorFlow About This Book Develop a strong background in neural network programming from scratch, using the popular Tensorflow library. Use Tensorflow to implement different kinds of neural networks – from simple feedforward neural networks to multilayered perceptrons, CNNs, RNNs and more. A highly practical guide including real-world datasets and use-cases to simplify your understanding of

neural networks and their implementation. Who This Book Is For This book is meant for developers with a statistical background who want to work with neural networks. Though we will be using TensorFlow as the underlying library for neural networks, book can be used as a generic resource to bridge the gap between the math and the implementation of deep learning. If you have some understanding of Tensorflow and Python and want to learn what happens at a level lower than the plain API syntax, this book is for you. What You Will Learn Learn Linear Algebra and mathematics behind neural network. Dive deep into Neural networks from the basic to advanced concepts like CNN, RNN Deep Belief Networks, Deep Feedforward Networks. Explore Optimization techniques for solving problems like Local minima, Global minima, Saddle points Learn through real world examples like Sentiment Analysis. Train different types of generative models and explore autoencoders. Explore TensorFlow as an example of deep learning implementation. In Detail If you're aware of the buzz surrounding the terms such as "machine learning," "artificial intelligence," or "deep learning," you might know what neural networks are. Ever wondered how they help in solving complex computational problem efficiently, or how to train efficient neural networks? This book will teach you just that. You will start by getting a quick overview of the popular TensorFlow

library and how it is used to train different neural networks. You will get a thorough understanding of the fundamentals and basic math for neural networks and why TensorFlow is a popular choice Then, you will proceed to implement a simple feed forward neural network. Next you will master optimization techniques and algorithms for neural networks using TensorFlow. Further, you will learn to implement some more complex types of neural networks such as convolutional neural networks, recurrent neural networks, and Deep Belief Networks. In the course of the book, you will be working on real-world datasets to get a hands-on understanding of neural network programming. You will also get to train generative models and will learn the applications of autoencoders. By the end of this book, you will have a fair understanding of how you can leverage the power of TensorFlow to train neural networks of varying complexities, without any hassle. While you are learning about various neural network implementations you will learn the underlying mathematics and linear algebra and how they map to the appropriate TensorFlow constructs. Style and Approach This book is designed to give you just the right number of concepts to back up the examples. With real-world use cases and problems solved, this book is a handy guide for you. Each concept is backed by a generic and real-world problem, followed by a variation, making you independent and

able to solve any problem with neural networks. All of the content is demystified by a simple and straightforward approach.

Contains some of the fundamental principles Vanella has developed over the course of her career. Her clients and her own company use this approach to execute the top performing programs in the industry. This IBM® Redbooks® publication is based on the Presentations Guide of the course A Practical Approach to Cloud IaaS with IBM SoftLayer, which was developed by the IBM Redbooks team in partnership with IBM Middle East and Africa University Program. This course is designed to teach university students how to build a simple infrastructure as a service (IaaS) cloud environment based on IBM SoftLayer®. It provides students with the fundamental skills to design, implement, and manage an IaaS cloud environment using the IBM SoftLayer platform as an example. The primary target audience for this course is university students in undergraduate computer science and computer engineer programs with no previous experience working in cloud environments. However, anyone new to cloud computing can benefit from this course. The workshop materials were created in July 2015. Thus, all IBM SoftLayer features discussed in this Presentations Guide are current as of July 2015. Achieving commercial success through innovation is highly desirable, but difficult to achieve in practice.

50% of product development costs are likely to result in a failed product and in some sectors, such as FMCGs, this figure is more like 75%. What is the problem? Typically, out of nine month's product development cycle, only two weeks are devoted to the generation of ideas and creative design - the "front end". This is the missing link - insufficient idea generation and creativity management, or the pre-development phase, can lead to the failure of the product. So, what can you do to avoid product failure? Requirements Capture is the "front end". It is the processs by which the needs, preferences and requirements of individuals and groups significant to product development are researched and identified. Requirements cature defines: * Customer, user and market requirements * Design requirements * Technical requirements The requirements capture model constitutes three phases: * Information gathering * Information transformation * Requirements generation In this book, Margaret Bruce and Rachel Cooper present and explain requirements capture in a step-by-step, practical guide that will enable you to plan and implement the process successfully within your organisation. Whether you produce food products or technically complex products, this book will be an invaluable asset in assisting your product development process.

A definitive guide covering all the core concepts

necessary to pass the Salesforce Administrator Certification exam Key Features Understand critical design considerations for setting up Salesforce CRM Facilitate and manage the transition from Salesforce Classic to Lightning Experience Learn key functions of application security to manage user profiles and data Book 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 learn Configure a variety of user interface features in Salesforce CRM Understand the capabilities of the Salesforce CRM sharing model Explore Einstein Analytics - Salesforce's new wave of advanced reporting Get to grips with the Lightning Process Builder workflow Set up user profiles, security, and login access mechanisms Find out how Apex and Visualforce coding can be used in Salesforce CRM Manage the transition from Salesforce Classic to Lightning Experience Implement data manipulation features to apply best practices in data management Who 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.
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