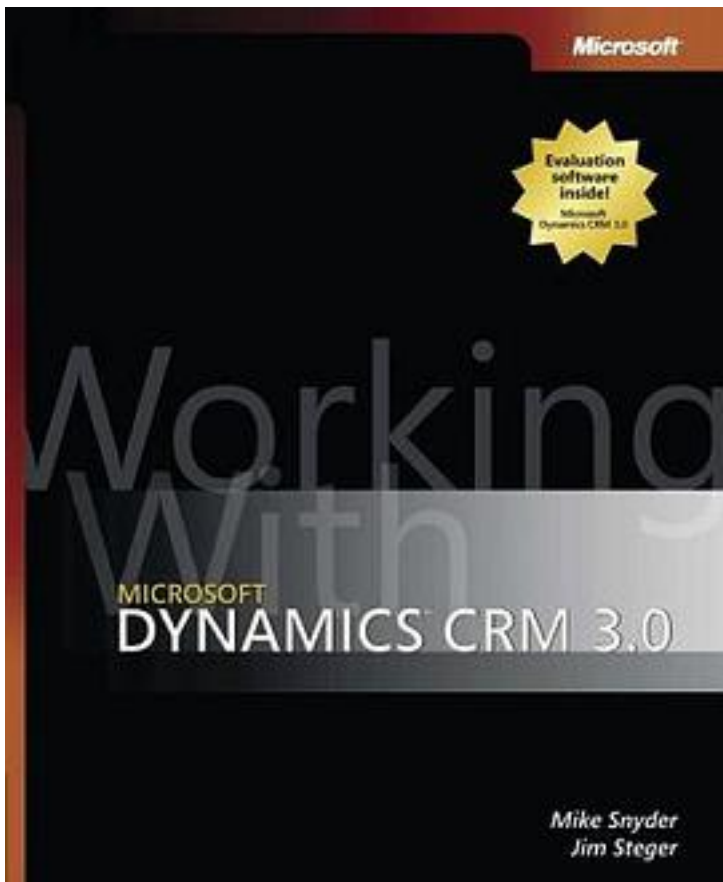


Working with Microsoft Dynamics(TM) CRM 3.0



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Get a practical, hands-on introduction to the fundamentals of adapting Microsoft CRM 3.0 to meet your specific business needs. With topics that include developing new functionality, designing implementations, and integrating Microsoft CRM with other business applications—including Microsoft Office Outlook® and Microsoft SharePoint® Products and Technologies—this is the only book written for both

developers and those who implement business solutions. Authored by experienced practitioners, this book provides case studies, integration and performance guidelines, and toolsets; the information you need to help you create successful CRM solutions. This book also explains how to maintain Microsoft CRM, making it of interest to IT professionals who support Microsoft CRM users. And power users will learn how to customize individual Microsoft CRM experiences. This introduction includes a 120-day evaluation copy of Microsoft CRM 3.0, as well as sample data and code samples on the Web.

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