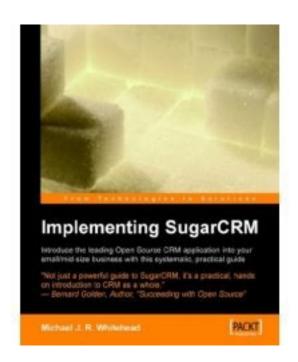# Implementing SugarCRM

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著者:Michael J.R. Whitehead

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Written by a veteran SugarCRM expert and experienced documentation author (not to mention official SugarCRM Rock Star!), this book is the definitive guide to implementing SugarCRM. SugarCRM is the leading open source web based customer relationship management system. It is available in both free open source and commercial versions, making it an ideal way for small-medium business to try out a CRM system without committing large sums of money. Although SugarCRM is carefully designed for ease of use, attaining measurable business gains requires careful planning and research. This book distils hard won SugarCRM experienced into an easy to follow guide to implementing the full power of SugarCRM. Using a unique checklist approach the book works from the SugarCRM basics right up to advanced features in a clear, friendly way. It is carefully designed to distil hard-won SugarCRM wisdom from a

recognized expert into a clear, readable, practical guide. By helping you clarify your business goals the book enables you to build a CRM system to support your business needs, and shows SugarCRM in a realistic business setting through an Extended case study. SugarCRM is an extensive PHP/MySQL based application but with its rich administration interfaces no programming is required to get the most of it. This book is ideal for small-medium business owners/managers with reasonable IT skills, who want to implement SugarCRM for themselves as either a first CRM or as a replacement for existing solutions. It will also be a valuable resource for IT staff tasked with implementing, maintaining, or upgrading a SugarCRM installation

From the Publisher

"SugarCRM is one of the most exciting open source products around today, and Michael Whitehead has created the definitive guide to it. Michael packs the book with his experience as the premier independent SugarCRM consultant. It's not just a powerful guide to SugarCRM, it's a practical, hands on introduction to CRM as a whole. If you want to harness technology to enhance your customer relationships then read this book. You'll be glad you did."

-- Bernard Golden, author, "Succeeding with Open Source"

Do you want to introduce the benefits of world-class customer relationship management to your business? This book will give you all the information you need to start using this powerful, free CRM system right away!

Written by a veteran SugarCRM expert and experienced documentation author (not to mention official SugarCRM Rock Star!), this book is the definitive guide to implementing SugarCRM. Whether you are still wondering exactly what benefits CRM can bring, or you have already learned about CRM systems but have yet to implement one, or you're working with SugarCRM already… this book will show you how to get maximum benefit of this exciting product.

SugarCRM is a popular customer relationship management system. It is available in both free open source and commercial versions, making it an ideal way for small-medium business to try out a CRM system without committing large sums of money. Although SugarCRM is carefully designed for ease of use, attaining measurable business gains requires careful planning and research. This book distils hard won SugarCRM experienced into an easy to follow guide to implementing the full power of SugarCRM. SugarCRM is an extensive PHP/MySQL based application but with its rich administration interfaces no programming is required to get the most of it.

作者介绍:

目录:

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书评

这种书应该很难有中午版本, sugarcrm 是php+mysql写的一个
客户管理系统，什么叫客户管理系统？ 就是对客户资源的管理;
前段日子我也安装了最新的sugarcrm5.5.0版本, 加上一个 中文版就可以支持中文了;
安装指南 http://www.ctiforum.com/bz/viewthread.php?tid=13899654

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