

Salesforce Apex Guide

Extend and unleash the power of Salesforce CRM and the advanced features of the Lightning interface to create techniques for user interaction and derive real-world solutions. About This Book Implement advanced user interface techniques to improve the look and feel of Salesforce CRM. Discover hidden features and hacks that extend standard configuration to provide enhanced functionality and customization. Build real-world process automation using detailed recipes to harness the full power of Salesforce CRM. Who This Book Is For If you are a system administrator interested in developing and enhancing your skills with data management, process automation and security enhancements with SalesforceCRM, then this book is for you. Some basic understanding of SalesforceCRM and system administration knowledge would be needed. What You Will Learn Building home page components and creating custom links to provide additional functionality and improve the Home Tab layout Improving the look and feel of Salesforce CRM with the presentation of graphical elements using advanced user interface techniques Improving the data quality in Salesforce CRM and automatic data capture Implement an approval process to control the way approvals are managed for records in Salesforce CRM Increase productivity using tools and features to provide advanced administration Extend Lightning Experience Record Pages to tailor user interaction experience Create Lightning component to implement Search before Create for customer/person accounts In Detail Salesforce CRM is a market-leading customer relationship management (CRM) application that is accessed over the internet. This application greatly enhances a company's sales performance, improves customer satisfaction, and provides a robust customer relationship management system for an organization. Salesforce CRM Admin Cookbook, Second Edition enables you to instantly extend and unleash the power of Salesforce CRM and its Lightning Experience framework. It provides clear, comprehensive instructions along with detailed screenshots and code. Whether you are looking for solutions to enhance the core features, such as data management, process automation, data validation, and home page administration, or are looking for ideas on advanced customization techniques, this book will provide you with immediate, practical, and exciting real-world recipes. This book guides you through interesting topics spanning a variety of functional areas. Recipes are provided that allow you to configure, build and extend the capability of Salesforce CRM using the Lightning Experience framework. Style and approach We will be discussing recipes about several modules, which will help you gain mastery over different modules, such as data management, security enhancements, and so on, which is expected of an administrator.

How do the experts solve difficult problems in software development? In this unique and insightful book, leading computer scientists offer case studies that reveal how they found unusual, carefully designed solutions to high-profile projects. You will be able to look over the shoulder of major coding and design experts to see problems through their eyes. This is not simply another design patterns book, or another software engineering treatise on the right and wrong way to do things. The authors think aloud as they work through their project's architecture, the tradeoffs made in its construction, and when it was important to break rules. This book contains 33 chapters contributed by Brian Kernighan, KarlFogel, Jon Bentley, Tim Bray, Elliotte Rusty Harold, Michael Feathers,Alberto Savoia, Charles Petzold, Douglas Crockford, Henry S. Warren,Jr., Ashish Gulhati, Lincoln Stein, Jim Kent, Jack Dongarra and PiotrLuszczek, Adam Kolawa, Greg Kroah-Hartman, Diomidis Spinellis, AndrewKuchling, Travis E. Oliphant, Ronald Mak, Rogerio Atem de Carvalho andRafael Monnerat, Bryan Cantrill, Jeff Dean and Sanjay Ghemawat, SimonPeyton Jones, Kent Dybvig, William Otte and Douglas C. Schmidt, AndrewPatzer, Andreas Zeller, Yukihiro Matsumoto, Arun Mehta, TV Raman,Laura Wingerd and Christopher Seiwald, and Brian Hayes. Beautiful Code is an opportunity for master coders to tell their story. All author royalties will be donated to Amnesty International.

Architect and deliver packaged Force.com applications that cater to enterprise business needs About This Book Explore the lightning framework, advanced application life cycle processes, and testing Use the Force.com platform to build truly integrated, scalable, and robustly engineered applications focused on enterprise-level customer demands Using the Lightning technology to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce1 Mobile. Step-by-step, work on examples to get you building your own ready-to-install packaged application Who This Book Is For This book is for advanced Force.com developers and architects who need to understand the Salesforce platform from the perspective of enterprise-level requirements. A prior understanding of Apex and Visualforce is a must. Those familiar with other enterprise software ecosystems will also find this book ideal as they adopt Force.com. What You Will Learn Package, install, test, and upgrade an application Define architecture-aligning data storage and functional requirements Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic Leverage your application's clientagnostic Service layer backbone to support numerous platform areas Get the most from hosting your application within the Lightning Experience and Salesforce1 Mobile clients Apply querying, indexing, and asynchronous best practices Leverage mocking and dependency injection in your Apex tests Explore tips for developing advanced applications In Detail Companies of all sizes have seen the need for Force.com's architectural strategy focused on enabling their business objectives. Successful enterprise applications require planning, commitment, and investment in the best tools, processes, and features available. This book will teach you how to architect and support enduring applications for enterprise clients with Salesforce by exploring how to identify architecture needs and design solutions based on industry standard patterns. There are several ways to build solutions on Force.com, and this book will guide you through a logical path and show you the steps and considerations required to build packaged solutions from start to finish. It covers all aspects, from engineering to getting your application into the hands of your customers, and ensuring that they get the best value possible from your Force.com application. You will get acquainted with extending tools such as Lightning App Builder, Process Builder, and Flow with your own application logic. In addition to building your own application API, you will learn the techniques required to leverage the latest Lightning technologies on desktop and mobile platforms. Style and approach The book takes a straightforward approach, taking apart the Force.com architecture for you to gain a deep understanding of how you can implement the Salesforce platform based on enterprise-level requirements.

What will you learn from this book? It's no secret the world around you is becoming more connected, more configurable, more programmable, more computational. You can remain a passive participant, or you can learn to code. With Head First Learn to Code you'll learn how to think computationally and how to write code to make your computer, mobile device, or anything with a CPU do things for you. Using the Python programming language, you'll learn step by step the core concepts of programming as well as many fundamental topics from computer science, such as data structures, storage, abstraction, recursion, and modularity. Why does this book look so different? Based on the latest research in cognitive science and learning theory, Head First Learn to Code uses a visually rich format to engage your mind, rather than a text-heavy approach that puts you to sleep. Why waste your time struggling with new concepts? This multi-sensory learning experience is designed for the way your brain really works.

Architect and deliver packaged applications that cater to enterprise business needs, 3rd Edition

Learn Salesforce Lightning

Beginning Salesforce Developer

Salesforce Architect's Handbook

Leading Programmers Explain How They Think

The Salesforce Career Playbook

Salesforce Coding Genius

Learning a complex new language is no easy task especially when it s an object-oriented computer programming language like Java. You might think the problem is your brain. It seems to have a mind of its own, a mind that doesn't always want to take in the dry, technical stuff you're forced to study. The fact is your brain craves novelty. It's constantly searching, scanning, waiting for something unusual to happen. After all, that's the way it was built to help you stay alive. It takes all the routine, ordinary, dull stuff and filters it to the background so it won't interfere with your brain's real work--recording things that matter. How does your brain know what matters? It's like the creators of the Head First approach say, suppose you're out for a hike and a tiger jumps in front of you, what happens in your brain? Neurons fire. Emotions crank up. Chemicals surge. That's how your brain knows. And that's how your brain will learn Java. Head First Java combines puzzles, strong visuals, mysteries, and soul-searching interviews with famous Java objects to engage you in many different ways. It's fast, it's fun, and it's effective. And, despite its playful appearance, Head First Java is serious stuff: a complete introduction to object-oriented programming and Java. You'll learn everything from the fundamentals to advanced topics, including threads, network sockets, and distributed programming with RMI. And the new. second edition focuses on Java 5.0, the latest version of the Java language and development platform. Because Java 5.0 is a major update to the platform, with deep, code-level changes, even more careful study and implementation is required. So learning the Head First way is more important than ever. If you've read a Head First book, you know what to expect--a visually rich format designed for the way your brain works. If you haven't, you're in for a treat. You'll see why people say it's unlike any other Java book you've ever read. By exploiting how your brain works, Head First Java compresses the time it takes to learn and retain--complex information. Its unique approach not only shows you what you need to know about Java syntax, it teaches you to think like a Java programmer. If you want to be bored, buy some other book. But if you want to understand Java, this book's for you.

Take a deep dive into the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when architecting a Salesforce-based solution and equips you to develop the artifacts needed for an end-to-end enterprise architecture blueprint for Salesforce implementation and DevOps. This must-have handbook helps Salesforce professionals implement and manage Salesforce in their organization. You will learn Salesforce architecture: solution architecture, data architecture, security architecture, integration architecture, identity and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main architecture concepts, the book also offers industry best practices and the recommended framework for approaching, managing, delivering, and continuously improving a Salesforce solution using its Salesforce Development & Deployment Lifecycle. What You Will Learn Get a detailed overview of the Salesforce multi-tenant, metadata-driven architectural framework and the under-the-hood technology stack that supports Salesforce Know the seven architecture domains, their intricacies, and the considerations needed within each when designing a Salesforce solution Have an architectural mindset and the artifacts needed to architect an end-to-end enterprise-level implementation of Salesforce Be familiar with the most common Salesforce products, licenses, AppExchange products, and the key considerations of using out-of-the-box declarative capabilities vs custom programmatic capabilities of Salesforce Understand data architecture design considerations that include data modeling in Salesforce, identifying and mitigating large data volume concerns, and the key considerations for data migration and data archiving strategies Understand security architecture considerations related to securing data within Salesforce and the various approaches to allow or restrict sharing and visibility from within Salesforce Understand integration architecture considerations that provide an overview of the integration patterns and the integrations solutions that can be used with Salesforce to connect Salesforce with a remote system hosted on-premises, on the cloud, or by third-party solution providers Understand identity and access management architectural considerations across the 9 stages of an identity and access management lifecycle Be aware of the strategies available to design mobile solutions with Salesforce and the options available for Salesforce mobile architecture Employ the principles of the DevOps & Development Lifecycle needed for an ideal state Salesforce implementation Who This Book Is For Professionals interested in implementing, optimizing, and architecting Salesforce solutions enterprise-wide; Salesforce implementation (SI) partners needing a detailed playbook for architecting and delivering successful Salesforce solutions; Salesforce admins, developers, and architects looking for a one-stop educational resource to mastering the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified Technical Architect (CTA) board exam

A comprehensive guide filled with best practices and tailor-made examples - a must-read for all Lightning Platform architects! Key FeaturesUse the Lightning Platform to build integrated, scalable, and robust apps focused on enterprise-level customer demandsUse the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce MobileExtend your application with access to external services and AIBook Description Salesforce Lightning provides a secure and scalable platform to build, deploy, customize, and upgrade applications. This book will take you through the architecture of building an application on the Lightning platform to help you understand its features and best practices, and ensure that your app keeps up with your customers' increasing needs as well as the innovations on the platform. This book guides you in working with the popular aPaaS offering from Salesforce, the Lightning Platform. You'll see how to build and ship enterprise-grade apps that not only leverage the platform's many productivity features, but also prepare your app to harness its extensibility and customization capabilities. You'll even get to grips with advanced application architectural design patterns such as Separation of Concerns, Unit Testing and Dependency Integration. You will learn to use Apex and JavaScript with Lightning Web Components, Platform Events, among others, with the help of a sample app illustrating patterns that will ensure your own applications endure and evolve with the platform. Finally, you will become familiar with using Salesforce DX to develop, publish, and monitor a sample app and experience standard application life cycle processes along with tools such as Jenkins to implement CI/CD. By the end of this book, you will have learned how to develop effective business apps and be ready to explore innovative ways to meet customer demands. What you will learnCreate and deploy AppExchange packages and manage upgradesUnderstand Enterprise Application Architecture patternsCustomize mobile and desktop user experience with Lightning Web ComponentsManage large data volumes with asynchronous processing and big data strategiesImplement Source Control and Continuous IntegrationAdd AI to your application with EinsteinUse Lightning External Services to integrate external code and data with your Lightning ApplicationWho this book is for This book is for Lightning platform developers who want to discover the true potential of the platform to develop complex scalable applications for use in enterprise businesses.

Mastering Apex ProgrammingA developer's guide to learning advanced techniques and best practices for building robust Salesforce applicationsPackt Publishing Ltd

Salesforce Platform App Builder Certification Guide

Build and Customize Applications for your business using the Salesforce Platform (English Edition)

Salesforce Data Architecture and Management

Head First Learn to Code

Understanding Oracle APEX 5 Application Development

A Learner's Guide to Coding and Computational Thinking

Practical Salesforce Development Without Code

Click your way to automating business processes with Salesforce Visual Workflow Key Features Create and maintain complex business processes using Process builder Discover how to debug and deploy Flow and Process Builder Use new or existing Flows to work with Salesforce Lightning Experience Book Description Salesforce Management automate business processes, such as sales and marketing. Process Builder is a visual tool created to automate business processes in Salesforce. It enables users with no coding expertise to build complex Salesforce workflows. The book starts with an introduction to Process Builder, focussing on the building blocks of creating Processes. Builder for developing streamlined solutions. You will learn how to easily automate business processes and tackle complex business scenarios using Processes. The book explains the workings of the Process Builder so that you can create reusable processes. It also explains how you can migrate existing Workflow Rules to Process Builder. B understanding of how to use Flows and Process Builder to optimize code usage. What you will learn Develop an application using point and click with the help of Process Builder Bypass Processes for specific users Understand the concepts of reusable processes Handle complex business processes using Process Builder and keep them clean code required Create a process with no criteria so as to minimize the amount of rework Overcome Salesforce's known limitation in terms of referencing picklist values Who this book is for This book is for people who want to use Process Builder to automate their business requirements by clicking, not coding. A basic understanding of Salesforce knowledge.

Build interactive dashboards using Salesforce Einstein analytics. Explore all of your data quickly and easily by providing AI-powered advanced analytics, right in Salesforce. You will manage datasets, query data with Salesforce Analytics Query Language (SAQL), and customize dashboards. Because Einstein Analytics is new, the curve to learn the you step-by-step in simple, easy-to-understand terms to get data from the Salesforce platform and also shows you how to import external data (e.g., CSV files). Core chapters focus on understanding data sources, dataflow, dataset, and lens leading up to building dashboards from scratch. Advanced features and computeRelative as well as dataflow with a multi-value lookup are explored. What You Will Learn Use data from Salesforce and external sources Create a dataflow to build a flexible datasetBuild dashboards using Einstein Analytics Explore and analyze data using Einstein Analytics Utilize SAQL and binding to create advance dashboards Who This Book Is For Einstein Analytics, Salesforce consultants starting new Einstein Analytics projects, and power users familiar with Salesforce reporting and dashboards who want to get up to speed on new analytics features

Refer to this invaluable how-to guide for basic training on Salesforce Lightning. Salespeople and technical users and consultants will no longer have to resort to learning the interface on their own, which is very time consuming. Learn Salesforce Lightning is a step-by-step visual guide that offers immediate and valuable solutions to the new broken down into easily absorbed topics, you walk through the entire process of managing your daily activities within Salesforce, as well as basic customizations and system management. The book explains the primary use cases for Lighting, and simplifies some of the more complex features, such as opportunity stage management and the service management Lightning Apps on the AppExchange Lightning dashboards and reports Lightning security Lightning Process Builder and more What You'll Learn Navigate the Salesforce Lightning interface Know where to go in the setup area to make customizations Create dynamic reports and dashboards View Lightning on a mobile device Activities within Lightning Who This Book Is for Salespeople, managers, and executives who are currently evaluating Salesforce.com, who recently purchased a license with Salesforce.com, or recently upgraded to the Lightning user interface. This book is also for Salesforce administrators, consultants, project managers, and technical users I

Design customized software solutions using the Salesforce Application Development services. KEY FEATURES ? Get an overview of Salesforce ? Understand the Design and Data Process ? Automate Business Process using Salesforce tools ? Study up on Security & Data Management in Salesforce ? Learn how to write code on the Salesforce use Salesforce as per your business needs. You will get an overview of all the aspects and features of Salesforce. Following the introduction, the book focuses on how to design an app. You will then learn how to use the Salesforce Data Process and Security Architecture in the app design. Moving on, you will understand how to use force. you will learn how to deploy and debug the app. If you are planning to get a PD1(Platform Developer 1), Admin, or App builder certification, this book is for you. WHAT YOU WILL LEARN ? Get to know more about the Lightning Experience Unit ? Learn how to develop reports and dashboards in Salesforce ? Get familiar with the basics of Sales

how to use Custom Controllers and Controller Extensions in Salesforce ? Learn how to integrate Email services in Salesforce WHO THIS BOOK IS FOR This book is designed for Computer Science students who want to learn Salesforce. It is also for Salesforce Admins, who wants to explore the coding part of Salesforce. This book will also help Admin, and App builder certification. TABLE OF CONTENTS 1. Introduction to Cloud Computing 2. Salesforce Fundamentals 3. Introduction to Salesforce Lightning Interface 4. Introduction to CRM 5. Organisational Set up 6. Designing Applications on Force.com 7. Implementing Business Processes 8. Data Management 9. Data Analytics - Reporting 10. ACCESS 11. Introduction to Chatter 12. Mobile Administration 13. Programming with Apex 14. Use SOQL & SOSL 15. DML Essentials 16. Trigger Essential 17. Creating Visualforce Pages 18. Working with Custom Controllers and Controller Extensions 19. More Customization Less Programming 20. Testing Essentials 21. Scheduler, Batch, Email Deployment 11

Head First Java

Customizing Salesforce on the Force.com Platform

Apex Developer Guide

Apex Design Patterns

Salesforce Platform Governance Method

Advanced Apex Programming in Salesforce

Getting Started with Salesforce Einstein Analytics

Build, design, and style beautiful and informative applications on the Salesforce Lightning platform Key Features Build and Test Lightning Components that enhance application usability and adaptability Apply Security Best Practices to your Custom Lightning Components Design Lightning Components for Salesforce UIs such as Lightning Pages, Salesforce 1 Application, Communities, and more. Book Description Built on the Salesforce App Cloud, the new Salesforce Lightning Experience combines three major components: Lightning Design System, Lightning App Builder, and Lightning Components, to provide an enhanced user experience. This book will

enable you to quickly create modern, enterprise apps with Lightning Component Framework. You will start by building simple Lightning Components and understanding the Lightning Components architecture. The chapters cover the basics of Lightning Component Framework semantics and syntax, the security features provided by Locker Service, and use of third-party libraries inside Lightning Components. The later chapters focus on debugging, performance tuning, testing using Lightning Testing Services, and how to publish Lightning Components on Salesforce AppExchange. What you will learn Understand Lightning Components architecture Learn Locker security best practices Debug and Improve performance of your Lightning Components Use third-party libraries along with Lightning Component Framework Learn how to publish Lightning Components on AppExchange Use Lightning Out to take your Lightning Components outside the Salesforce platform Who this book is for This book is for Salesforce developers or developers from other platforms who are familiar with HTML, CSS, and JavaScript and want to build and test Salesforce Lightning components. No knowledge of Salesforce Lightning is required.

Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key FeaturesPrepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniquesDesign the data model, user interface, business logic, and security for custom appsUnderstand the key milestones and considerations when managing an application lifecycleBook Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform? Salesforce Platform App Builder Certification Guide not only helps you to do this, but also prepares you for the certification exam. The book starts by describing the core capabilities of the Lightning Platform. You'll learn techniques for data modeling to design, build, and deploy apps without writing code and achieve rapid results with the declarative capabilities that the Lightning Platform provides. Next, you'll explore utilities for importing and exporting data and the features available in the Lightning Platform to restrict and extend access to objects, fields, and records. You'll also be able to customize the Salesforce Lightning Experience user interface (UI) and build functionality for custom buttons, links, and actions. Later, this certification study guide will take you through reporting and the social and mobile features of the Lightning Platform. Finally, you ' ll get to grips with Salesforce build environments and deployment options. By the end of this Salesforce book, you'll not only have learned how to build data models, enforce data security, and implement business logic and process automation, but also have gained the confidence to pass the Platform App Builder exam and achieve Salesforce certification. What you will learnExplore the core features of the Lightning PlatformDesign and build an appropriate data model for a given scenarioIdentify the Lightning Platform ' s features and capabilitiesCustomize the Salesforce Lightning Experience UIImplement business logic and process automationIdentify the capabilities of declarative customizationWho this book is for This book is for beginners and aspiring developers who want to learn how to build apps on the Salesforce Platform or pass the Salesforce Platform App Builder certification exam. Salesforce administrators and existing Salesforce Lightning Platform developers looking to learn more about the declarative, non-programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful.

Learn to harness the power of the Apex language to build Salesforce applications KEY FEATURES - Learn how to work with the Apex language. - Learn how to develop Apex Triggers. - Learn how to use SOQL and SOSL to retrieve data. - Learn how to write Object-Oriented Salesforce code. - Explore the best practices to deliver scalable and maintainable code. DESCRIPTION This book covers the fundamentals of the Salesforce Apex programming language used by developers to build powerful applications in the cloud. In this book, you will learn how to work with the Apex language to build scalable applications that can interact with and update data from your users. We cover the language from the ground up, introducing programming concepts such as variables and control statements alongside clear and concise examples to help you understand the key concepts and features. Platform-specific features such as Apex triggers, SOQL and SOSL are covered in detail to help ensure you deliver robust and scalable solutions. Nuances and best practices for development are discussed along with how to effectively test your code to ensure that you can deploy it to users with confidence. Object-oriented programming in Apex is also covered in-depth to ensure that you can develop dynamic solutions and build for the future. The book also discusses and shows developers how to integrate with third-party solutions using REST APIs in Apex. By the end of the book, the reader will know how to start developing applications using Apex with confidence. WHAT WILL YOU LEARN - Learn how to declare variables in Apex. - Understand how to work with collections in Apex. - Use different control statements within Apex to control program flow. - Learn how to use the built-in tools to test in Apex. - Understand how to make callouts to external applications and data sources. WHO THIS BOOK IS FOR This book is intended for those starting out with Apex, whether existing Salesforce Admins or those joining the Salesforce ecosystem with little professional prior programming experience, such as students. The reader is expected to have some basic familiarity with Salesforce as a platform, although key concepts are reviewed. TABLE OF CONTENTS 0. Introduction 1. An Introduction to the Salesforce Platform 2. What is Apex? 3. Variables in Apex 4. Collections 5. Control Statements 6. Apex Triggers 7. SOQL 8. SOSL 9. Defining Apex Classes 10. Apex Class Inheritance 11. Testing Apex 12. Callouts in Apex 13. Epilogue

Learn everything you need to become a successful data architect on the Salesforce platform Key FeaturesAdopt best practices relating to data governance and learn how to implement themLearn how to work with data in Salesforce while maintaining scalability and security of an instanceGain insights into managing large data volumes in SalesforceBook Description As Salesforce orgs mature over time, data management and integrations are becoming more challenging than ever. Salesforce Data Architecture and Management follows a hands-on approach to managing data and tracking the performance of your Salesforce org. You'll start by understanding the role and skills required to become a successful data architect. The book focuses on data modeling concepts, how to apply them in Salesforce, and how they relate to objects and fields in Salesforce. You'll learn the intricacies of managing data in Salesforce, starting from understanding why Salesforce has chosen to optimize for read rather than write operations. After developing a solid foundation, you'll explore examples and best practices for managing your data. You'll understand how to manage your master data and discover what the Golden Record is and why it is important for organizations. Next, you'll learn how to align your MDM and CRM strategy with a discussion on Salesforce's Customer 360 and its key components. You'll also cover data governance, its multiple facets, and how GDPR compliance can be achieved with Salesforce. Finally, you'll discover Large Data Volumes (LDVs) and best practices for migrating data using APIs. By the end of this book, you'll be well-versed with data management, data backup, storage, and archiving in Salesforce. What you will learnUnderstand the Salesforce data architectureExplore various data backup and archival strategiesUnderstand how the Salesforce platform is designed and how it is different from other relational databasesUncover tools that can help in data management that minimize data trust issues in your Salesforce orgFocus on the Salesforce Customer 360 platform, its key components, and how it can help organizations in connecting with customersDiscover how Salesforce can be used for GDPR complianceMeasure and monitor the performance of your Salesforce orgWho this book is for This book is for aspiring architects, Salesforce admins, and developers. You will also find the book useful if you're preparing for the Salesforce Data Architecture and Management exam. A basic understanding of Salesforce is assumed.

Cross-species perspectives on grief and spirituality

A Complete Salesforce Coding Framework Reference Guide

The Definitive Guide to Writing Reliable and Efficient Code in Apex

Salesforce.com Lightning Process Builder and Visual Workflow

Salesforce Process Builder Quick Start Guide

An Architectural and Practical Guide to IBM Hybrid Integration Platform

Salesforce Handbook

"This book is the missing link ... and should be required reading for anyone looking to launch or grow a career within the Salesforce ecosystem." -Selina Suarez, Executive director/founder, PepUp Tech **In the next two years, an estimated 3.3 million jobs in the Salesforce ecosystem will open, and one of them could be yours. But how can you sort through all these jobs-administrators, architects, analysts, developers, consultants-and find the one that is right for you? And how do you package yourself to win the job position?**Martin Gessner, author of *The Salesforce Career Playbook*, is known in the Salesforce community for his highly regarded Salesforce credentials training. **He has helped thousands of Salesforce professionals learn Salesforce, develop their careers, and prepare for certifications.Now, he has written the definitive guide to starting your Salesforce career, and moving up the ladder. From the Back Cover Packed with case studies and advice from people in the trenches of a Salesforce career, The Salesforce Career Playbook will help you: Find job opportunities and showcase your skills so that you land a job...and not just any old job, but the right job that is best suited to your personality, skills, and lifestyle preferences. Sort through the different careers available, and see a day-in-the-life of real Salesforce professionals working in these jobs.Learn insider tips and strategies for developing and growing your career once you have joined the Salesforce ecosystem.Regardless of whether you have a master's degree in information technology or no formal education beyond eighth grade, you can earn a more-than-competitive wage and move up the ladder in a Salesforce-related career, and jobs are available for techies and not-techies alike. Editorial Reviews "I wish I had read The Salesforce Career Playbook six years ago when I did my transition into the Salesforce ecosystem."**Sergey Erlikh, MVP and solution architect **"People don't put in enough time thinking about their careers. You can't just work hard and hope everything works out okay. You have to proactively plan your short- and long-term career, which is why I recommend studying Martin's Salesforce Career Playbook!"**David Liu, Salesforce technical architect, Salesforce MVP **"I love the advice from all the people already working in Salesforce, from the nuts and bolts of landing the first job to the high-level advice for finding the right trajectory."**Christine Marshall, MVP and Salesforce administrator**"Whether you are a newbie, a career-changer, or advancing in your career, this book will help you find and take the next step."**Ben Duncombe, Director and Salesforce recruitment specialist at Talent Hub, a Salesforce recruitment firm **"There's much more to being a successful Salesforce professional than simply accumulating Trailhead badges and Salesforce certifications. This book sheds light on some of the other critical elements (and skills) needed for career success."**David Giller, Salesforce Consultant & Trainer, CEO at Brainiate **"This book is about finding your home in Salesforce-and not just any home, but the right home. It's about figuring out who you are as a person and making sure you align your career with what you want out of life."**Anna Loughnan, CRM product lead, community group leader, Salesforce MVP **"An excellent read for those navigating their Salesforce careers! Packed with tips for positioning yourself and getting hired."**Stuart Smith, Co-founder and director of SaaSpeople, a Salesforce recruitment firm **"This book should be required reading for anyone interested in starting or advancing their career in Salesforce."** Vickie Jeffery, Salesforce MVP, technology manager, Ausure, one of Australia's largest insurance broking companies

Note: The third edition of this book is now available ISBN: 978-1936754106 in both paperback and eBook formats Beyond the Force.com documentation - Second edition Advanced Apex Programming for Salesforce.com and Force.com is neither a tutorial nor a book for beginners. Intended for developers who are already familiar with the Apex language, and experienced Java and C# developers who are moving to Apex, this book starts where the Force.com documentation leaves off. Instead of trying to cover all of the features of the platform, Advanced Apex programming focuses entirely on the Apex language and core design patterns. You'll learn how to truly think in Apex - to embrace limits and bulk patterns. You'll see how to develop architectures for efficient and reliable trigger handling, and for asynchronous operations. You'll discover that best practices differ radically depending on whether you are building software for a specific organization or for a managed package. And you'll find approaches for incorporating testing and diagnostic code that can dramatically improve the reliability and deployment of Apex software, and reduce your lifecycle and support costs. Based on his experience as a consultant, Force.com MVP and architect of a major AppExchange package, Dan Appleman focuses on the real-world problems and issues that are faced by Apex developers every day, along with the obscure problems and surprises that can sneak up on you if you are unprepared. This second edition contains updates through Winter 14 (API 29) along with significant new content on triggers, asynchronous design patterns, concurrency and more This new edition of Understanding Oracle APEX 5 Application Development shows APEX developers how to build practical, non-trivial web applications. The book introduces the world of APEX properties, explaining the functionality supported by each page component as well as the techniques developers use to achieve that functionality. The book is targeted at those who are new to APEX and just beginning to develop real projects for production deployment. Reading the book and working the examples will leave you in a good position to build good-looking, highly-functional, web applications. Topics include: conditional formatting, user-customized reports, data entry forms, concurrency and lost updates, and updatable reports. Accompanying the book is a demo web application that illustrates each concept mentioned in the book. Specific attention is given in the book to the thought process involved in choosing and assembling APEX components and features to deliver a specific result. Understanding Oracle APEX 5 Application Development is the ideal book to take you from an understanding of the individual pieces of APEX to an understanding of how those pieces are assembled into polished applications. Teaches how to develop non-trivial APEX applications. Provides deep understanding of APEX functionality. Shows the techniques needed for customization.

Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro. What You'll Learn Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform.

Developing Data Migrations and Integrations with Salesforce

Mastering Salesforce CRM Administration

A Beginner's Guide to Building Interactive Dashboards

Salesforce Advanced Administrator Certification Guide

Build and test Lightning Components for Salesforce Lightning Experience using Salesforce DX

Expert tips, techniques, and mock tests for the Platform Developer I (DEV501) certification exam

Become a Certified Advanced Salesforce Administrator with this exam guide

Architect and deliver packaged Force.com applications that cater to enterprise business needsKey Features* Salesforce Lightning Wizard Framework - A framework built on the top of Lightning to support complex requirements of organisations* Salesforce Batch Framework - A framework built on Apex, Native Salesforce which helps organisations to achieve any complex asynchronous jobs requirements easily* Saelsforce Trigger Framework - Step-by-Step process to adopt with Trigger framework which support any complex real time business operations and also reduces cyclomatic complexity at the same time.Book DescriptionSalesforce Coding Genius is neither a tutorial nor a book for beginners. Intended for developers who are already familiar with the Apex language, and experienced Java and C# developers who are moving to Apex, this book starts where the Salesforce Apex documentation leaves off.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? Salesforce Coding Genius 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", Salesforce.com expert Markus Koche 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 with Salesforce Coding Genius you can deliver a best solution for your project.What you will learn* Package, install, test, and upgrade an application* Define architecture-aligning data storage and functional requirements* Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic* Leverage your application's clientagnostic Service layer backbone to support numerous platform areas* Get the most from hosting your application within the Lightning Experience and Salesforce Mobile clients* Apply queuing, indexing, and asynchronous best practices* Leverage mocking and dependency injection in your Apex tests* Explore tips for developing advanced applicationsThe purpose of this book is to detail best practice for Apex code development on the Salesforce project which should be followed by developers working on the project. It also details some design patterns and testing frameworks which should be adopted where possible to provide robust and scalable platforms as follows:+ Salesforce Lightning Wizard Framework + Salesforce Batch Apex Framework+ Salesforce Trigger Framework+ Salesforce Lightning Component FrameworkThese frameworks helps in understanding the basics of Apex / Lightning. It is designed on the top of existing Apex or Lightning Framework which extends the use cases of most common business logics. This book has defined a lightning component framework that will be leveraged and utilised on the project. For any query or concern drop us a mail on info@expounddigital.com

If you are a developer who has some object-oriented programming experience, Learning Apex Programming is the perfect book for you. This book is most appropriate for developers who wish to gain an understanding of the Force.com platform and how to use Apex to create business applications. Get to grips with the advanced features of Apex programming for Salesforce developers using this comprehensive guide Key FeaturesDiscover how to build reliable applications with Apex by avoiding common mistakes and pitfallsLearn how to use the different asynchronous programming tools in ApexProfile and improve the performance of your Apex codeBook Description As applications built on the Salesforce platform are now a key part of many organizations, developers are shifting focus to Apex, Salesforce's proprietary programming language. As a Salesforce developer, it is important to understand the range of tools at your disposal, how and when to use them, and best practices for working with Apex. Mastering Apex Programming will help you explore the advanced features of Apex programming and guide you in delivering robust solutions that scale. This book starts by taking you through common Apex mistakes, debugging, exception handling, and testing. You'll then discover different asynchronous Apex programming options and develop custom Apex REST web services. The book shows you how to define and utilize Batch Apex, Queueable Apex, and Scheduled Apex using common scenarios before teaching you how to define, publish, and consume platform events and RESTful endpoints with Apex. Finally, you'll learn how to profile and improve the performance of your Apex application, including architecture trade-offs. With code examples used to facilitate discussion throughout, by the end of the book, you'll have developed the skills needed to build robust and scalable applications in Apex. What you will learnUnderstand common coding mistakes in Apex and how to avoid them using best practicesFind out how to debug a Salesforce Apex application effectivelyExplore different asynchronous Apex options and their common use casesDiscover tips to work effectively with platform eventsDevelop custom Apex REST services to allow inbound integrationsBuild complex logic and processes on the Salesforce platformWho this book is for This book is for Salesforce developers who are interested in mastering Apex programming skills. You'll also find this book helpful if you're an experienced Java or C# developer looking to switch to Apex programming for developing apps on the Salesforce platform. Basic Apex programming knowledge is essential to understand the concepts covered.

This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. Mastering Salesforce DevOps explains how to build a powerful and comprehensive DevOps workflow for Salesforce--allowing you to finally deploy the world's most

innovative platform using the world's most effective and efficient techniques. It addresses the need for a comprehensive guide to DevOps for Salesforce, allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today. What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easily Allow admins to participate in what has traditionally been a developer workflow Know the techniques for reducing the stress and risk of deployment Apply the full range of automated tests that can be used on Salesforce Who This Book Is for Salesforce developers, release managers, and those managing Salesforce development teams who need a guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce

Patterns and Best Practices

A Comprehensive End-to-End Solutions Guide

Salesforce CRM Admin Cookbook.

Practical Salesforce.com Development Without Code

A Practical Guide to Model-Driven Development on the Force.com Platform

Solutions to help you implement, configure, and customize your business applications with Salesforce CRM and Lightning Experience

Force.com Enterprise Architecture

This book is not intended to be a deep-dive on security, programming, reporting, configuration, etc. but more of a high-level overview on salesforce.com, Force.com development, tools, methodology and other resources. We will not cover all aspects of salesforce.com. We wrote this book to (hopefully) become an invaluable resource for anyone new or inexperienced with the Force.com platform. For new administrators and developers coming on to the platform, we see a gaping hole in existing reference books. This book is not intended for end users or advanced developers. This book is for people somewhere in the middle; let's say a business analyst or a new Java or .NET developer. We would like this to be the first book you pick up after your boss walks in and says, "Let's take a look at salesforce.com and see if we can build some applications in the cloud." This book contains the information that we wish we had when we started developing applications on Force.com.

Learn about the Advanced Administration Certification Examination and build a successful career in Salesforce administration About This Book Build your skills and knowledge to crack the Advanced Admin Certification Examination Leverage the advanced administration capabilities of Salesforce and Salesforce1 Optimize and extend Sales Cloud and Service Cloud applications Who This Book Is For This book is written for Salesforce admins who are looking to gain an in-depth knowledge of the Salesforce platform and grow their value in their organization. It will teach them to implement and design advanced business process automation for the benefit of their organization. What You Will Learn Adopt Lightning Experience to improve the productivity of your organization's sales team Create and maintain service entitlements and entitlement processes Process Builder basic and advanced concepts Different ways to deploy applications between environments Best practices for improving and enriching data quality In Detail The book starts by refreshing your knowledge of common admin tasks. You will go over Lightning Experience and various security aspects. You will be shown how to implement territory management in your organization and make use of custom objects. From here, the book progresses to advanced configuration, data management, and data analytics before swiftly moving on to setting up advanced organization-wide features that affect the look and feel of the application. Extend the capabilities of your organization's Salesforce implementation by optimizing and extending Sales Cloud, Salesforce1, and Service Cloud applications. This guide will equip you with the tools you need to build a successful career in Salesforce. Style and approach The book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. It is filled with examples, advanced use cases, and all the resources you need to be a Salesforce Jedi.

Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all information related to a customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges Architect and deliver packaged Force.com applications that cater to enterprise business needs Key Features* Salesforce Lightning Wizard Framework - A framework built on the top of Lightning to support complex requirements of organisations* Salesforce Batch Framework - A framework built on Apex, Native Salesforce which helps organisations to achieve any complex asynchronous jobs requirements easily* Salsforce Trigger Framework - Step-by-Step process to adopt with Trigger framework which support any complex real time business operations and also reduces cyclomatic complexity at the same time. 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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 with Salesforce Coding Genius you can deliver a best solution for your project. What you will learn* Package, install, test, and upgrade an application* Define architecture-aligning data storage and functional requirements* Develop Apex code that is easy to navigate, self-documenting, testable, robust, and organic* Leverage your application's clientagnostic Service layer backbone to support numerous platform areas* Get the most from hosting your application within the Lightning Experience and Salesforce1 Mobile clients* Apply querying, indexing, and asynchronous best practices* Leverage mocking and dependency injection in your Apex tests* Explore tips for developing advanced applications The purpose of this book is to detail best practice for Apex code development on the Salesforce project which should be followed by developers working on the project. 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Salesforce Platform Developer I Certification Guide

Learning Apex Programming

Mastering Salesforce DevOps

Write, Run and Deploy Apex Code with Ease

Learning Salesforce Lightning Application Development

The Visual Guide to the Lightning UI

A pragmatic guide for aspiring Salesforce architects and developers to manage, govern, and secure their data effectively

Accelerate your Salesforce implementation to provide benefits to your business more rapidly while maintaining control and improving quality. Salesforce has become one of the most influential business tools in our modern age. What started as the world's most comprehensive customer relationship management (CRM) system available in the market place has now morphed over the years into an ecosystem of tools and services that enable you to run your entire business platform. This book gives you a method (a set of governance processes) that provides a complete view of how to govern and manage any Salesforce implementation. It breaks the architectural components of the Salesforce platform into manageable sections, allowing you to navigate and understand how to govern your Salesforce implementation in a consistent manner with an approach that is structured, repeatable, and clearly defined. Salesforce Platform Governance Method is divided into nine distinct phases which have been chosen based on how the Salesforce platform is architected. This is relevant today because every organization that implements Salesforce will face the same issues around governance, integration, development, and security and the majority of organizations will find, through trial and error, a solution to govern these components. This book will help Salesforce professionals and enterprise organizations as well as small and mid-sized businesses (SMBs) navigate these topics and ultimately have a successful and fully integrated, secure Salesforce implementation. What You Will Learn Govern the application architecture on the Salesforce platform, including general architecture, localization and global deployments, workflow and process, formulas and files, and social Govern the data architecture, including design and data optimization, performance, predictive and actual data volumes, and data movement Govern the identity and access management aspects of the application and Salesforce platform Govern the low-level platform capabilities delivered through Lightning, Visualforce, and Apex Handle community implementations that bring specific features into the Salesforce platform for consideration and governance Create checklists for the governance steps, laid out in the method, and for any tooling recommendations that can help simplify the process of governance Who This Book Is For People responsible for maintaining a Salesforce SaaS instance or developing changes for that Salesforce instance. Readers should have a basic understanding of the Salesforce platform and a desire to introduce a level of control around the changes being made, reduce issues on their Salesforce instance, and improve quality while increasing the throughput of changes they want to introduce into the platform.

Advanced Apex Programming focuses entirely on the Apex language and core design patterns. You'll learn how to truly think in Apex - to embrace limits and bulk patterns. You'll see how to develop architectures for efficient and reliable trigger handling, and for asynchronous operations. You'll discover that best practices differ radically depending on whether you are building software for a specific organization or for a managed package. And you'll find approaches for incorporating testing and diagnostic code that can dramatically improve the reliability and deployment of Apex software, and reduce your lifecycle and support costs. Based on his experience as a consultant, Salesforce MVP, and architect of major AppExchange packages, Dan Appleman focuses on the real-world problems and issues that are faced by Apex developers every day, along with the obscure problems and surprises that can sneak up on you if you are unprepared.

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.

Harness the power of Apex design patterns to build robust and scalable code architectures on the Force.com platform About This Book Apply Creational, Structural and behavioural patterns in Apex to fix governor limit issues. Have a grasp of the anti patterns to be taken care in Apex which could have adverse effect on the application. The authors, Jitendra Zaa is a salesforce MVP and Anshul Verma has 12+ years of experience in the area of application development. Who This Book Is For If you are a competent developer with working knowledge of Apex, and now want to deep dive into the world of Apex design patterns to optimize the application performance, then this book is for you. Prior knowledge of Salesforce and Force.com platform is recommended. What You Will Learn Apply OOPs principal in Apex to design a robust and efficient solution to address various facets to a business problem Get to grips with the benefits and applicability of using different design patterns in Apex Solve problems while instantiating, structuring and giving dynamic behavior to Apex classes Understand the implementation of creational, structural, behavioral, concurrency and anti-patterns in your application Follow the Apex best practices to resolve governor limit issues Get clued up about the Inheritance, abstract classes, polymorphism in Apex to deal with the object mechanism Master various design patterns and determine the best out of them Explore the anti patterns that could not be applied to Apex and their appropriate solutions In Detail Apex is an on-demand programming language providing a complete set of features for building business applications - including data models and objects to manage data. Apex being a propriotor programming language from Salesforce to be worked with multi tenant environment is a lot different than traditional OOPs languages like Java and C#. It acts as a workflow engine for managing collaboration of the data between users, a user interface model to handle forms and other interactions, and a SOAP API for programmatic access and integration. Apex Design Patterns gives you an insight to several problematic situations that can arise while developing on Force.com platform and the usage of Design patterns to solve them. Packed with real life examples, it gives you a walkthrough from learning design patterns that Apex can offer us, to implementing the appropriate ones in your own application. Furthermore, we learn about the creational patterns that deal with object creation mechanism and structural patterns that helps to identify the relationship between entitles. Also, the behavioural and concurrency patterns are put forward explaining the communication between objects and multi-threaded programming paradigm respectively. We later on, deal with the issues regarding structuring of classes, instantiating or how to give a dynamic behaviour at a runtime, with the help of anti-patterns. We learn the basic OOPs principal in polymorphic and modular way to enhance its capability. Also, best practices of writing Apex code are explained to differentiate between the implementation of appropriate patterns. This book will also explain some unique patterns that could be applied to get around governor limits. By the end of this book, you will be a maestro in developing your applications on Force.com for Salesforce Style and approach This book is a step-by-step guide, complete with well-tested programs and real world situations to solve your common occurring problems in Apex design by using the anti-patterns. It gets crackling from exploring every appropriate solution to comparing the best one as per OOPs principal.

Mastering Apex Programming

A Guide to Governing Changes, Development, and Enhancements on the Salesforce Platform

A step-by-step guide to creating, managing, and automating sales and marketing processes

Enter the Animal

Beautiful Code

A beginner's guide to building apps on the Salesforce Platform and passing the Salesforce Platform App Builder exam

A Brain-Friendly Guide

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.

Historically, grief and spirituality have been jealously guarded as uniquely human experiences. Although non-human animal grief has been acknowledged in recent times, its potency has not been recognised as equal to human grief. Anthropocentric philosophical questions still underpin both academic and popular discussions. In Enter the Animal, Teya Brooks Pribac examines what we do and don't know about grief and spirituality. She explores the growing body of knowledge about attachment and loss and how they shape the lives of both human and non-human animals. A valuable addition to the vibrant interdisciplinary conversation about animal subjectivity, Enter the Animal identifies conceptual and methodological approaches that have contributed to the prejudice against nonhuman animals. It offers a compelling theoretical base for the consideration of grief and spirituality across species and highlights important ethical implications for how humans treat other animals.

Salesforce Advanced Administrator Certification Guide is a complete resource that will help you gain the knowledge and master the skills required to earn the advanced administrator credentials. With plenty of questions and answers along with best practices, you will learn all the concepts asked in exams specially designed with this guide.

Master the Apex object oriented programming language in this video series from Apex expert Zanis Khan. Click here to watch all of Zanis' other videos on O'Reilly . There are 15 topics within this Apex video series: Introducing Apex . This first topic in the Apex programming video series provides an overview to Apex. Learn about Apex functionality, architecture, and use cases. Follow along with Zanis to install the Developer Edition of Salesforce. Write your first Apex program. Apex Data Types . This second topic in the Apex programming video series explains data types. Follow along with Zanis during the hands-on part of this video and learn how to use primitive (integer, double, long, date, datetime, string, ID, Boolean), collection, sObject, Enums, and Class data types. Apex Variables . This third topic in the Apex programming video series explains variables in detail. Follow along with Zanis during the hands-on part of this video and practice creating variables. Realize how similar the variable concept is between Java and Apex. Apex Arrays . This fourth topic in the Apex programming video series explores arrays. Follow along with Zanis during the hands-on part of this video and practice creating arrays and inserting and accessing elements of an array. Apex Constants . This fifth topic in the Apex programming video series explains constants, which are variables which do not change their value once assigned. Follow along with Zanis during the hands-on part of this video and learn how to create and use constants. Decision Making in Apex . This sixth topic in the Apex programming video series explains decision making in Apex. Follow along with Zanis during the hands-on part of this video and practice creating IF and IF-ELSE statements in Apex. Apex Loops . This seventh topic in the Apex programming video series covers loops. Follow along with Zanis during the hands-on part of this video and learn when to use loops and how to create FOR, WHILE, and DO-WHILE loops in Apex. Apex Classes . This eighth topic in the Apex programming video series focuses on classes. Follow along with Zanis during the hands-on part of this video and learn how to create and use classes and their modifiers (Private, Public, and Global) in Apex. Apex Methods . This ninth topic in the Apex programming video series explains methods (also known as functions). Follow along with Zanis during the hands-on part of this video and practice writing public and protected methods, and...

Salesforce for Beginners

Building Declarative Solutions on the Salesforce Platform

Advanced Apex Programming for Salesforce.com and Force.com

Learning Salesforce Development with Apex

Cloud Computing Using Salesforce

A Practical Guide to Building Trust While Delivering Innovation

Get a 360-degree view of the Salesforce platform and learn how to use it for sales, service, marketing, and automating business processes. Key Features Understand how to use core Salesforce objects for maximum efficiency Build various dashboards and reports to analyze

results and improve visibility in your business processes Learn the basics of Salesforce administration and mobile app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get started with this book.

Build and deploy scalable applications on the Salesforce Lightning Platform using the latest features of Spring '19 Key Features An end-to-end-guide with practice tests to help you achieve the Salesforce Platform Developer certification Design data models, user interfaces, and business logic for your custom applications Understand the complete development life cycle from designing to testing Book Description Salesforce Lightning Platform, used to build enterprise apps, is being increasingly adopted by admins, business analysts, consultants, architects, and especially developers. With this Salesforce certification, you'll be able to enhance your development skills and become a valuable member of your organization. This certification guide is designed to be completely aligned with the official exam study guide for the latest Salesforce Certified Platform Developer I release and includes updates from Spring '19. Starting with Salesforce fundamentals and performing data modeling and management, you'll progress to automating logic and processes and working on user interfaces with Salesforce components. Finally, you'll learn how to work with testing frameworks, perform debugging, and deploy metadata, and get to grips with useful tips and tricks. Each chapter concludes with sample questions that are commonly found in the exam, and the book wraps up with mock tests to help you prepare for the DEV501 certification exam. By the end of the book, you'll be ready to take the exam and earn your Salesforce Certified Platform Developer I certification. What you will learn Solve sample questions and mock tests and work with exam patterns Gain an understanding of declarative Salesforce tools such as Process Builder, flows, and many more Code in Salesforce using the Developer Console and IDEs Grasp the basics of object-oriented programming Write Apex classes, Visualforce pages, and Apex test classes with easy-to-follow steps Explore the different deployment tools that you can use to push metadata to different environments Build custom declarative apps and programs on Force.com platforms Who this book is for The Salesforce Platform Developer I Certification Guide is for you if you want to learn how to develop and deploy business logic and user interfaces using the capabilities of the Lightning Platform. No prior knowledge of Apex programming is required.

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

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.

Salesforce Lightning Platform Enterprise Architecture

A developer's guide to learning advanced techniques and best practices for building robust Salesforce applications

Build complex workflows by clicking, not coding

A Practical Guide for Starting and Advancing Your Career on the World's Friendliest and Fastest-Growing Tech Platform