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Salesforce Developer Study Guide

No matter how much experience you have with JavaScript, odds are you

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don't fully understand the language. This concise yet in-depth guide takes you inside scope and closures, two core concepts you need to know to become a more

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efficient and effective JavaScript programmer. You'll learn how and why they work, and how an understanding of closures can be a powerful part of your

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development skillset. Like other books in the "You Don't Know JS" series, Scope and Closures dives into trickier parts of the language that many

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JavaScript programmers simply avoid. Armed with this knowledge, you can achieve true JavaScript mastery. Learn about scope, a set of rules to help JavaScript engines

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locate variables in your code Go deeper into nested scope, a series of containers for variables and functions Explore function- and block-based scope,

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“hoisting”, and the patterns and benefits of scope-based hiding
Discover how to use closures for synchronous and asynchronous tasks, including the creation

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*of JavaScript libraries
The bestselling Project+
preparation guide,
updated for the latest
exam The CompTIA
Project+ Study Guide,
Second Edition is your*

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comprehensive resource for taking Exam PK0-004. With 100% coverage of all exam objectives, bolstered by real-world scenarios and the Sybex interactive learning

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environment, this book gives you everything you need to approach the exam with confidence. Detailed explanations and superior study tools cover and reinforce

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*setup, initiation,
planning, execution,
delivery, change,
control, communication,
and closure, and the
author Kim Heldman's
twenty-five years of*

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project management experience provide deep insight into real-world applications. Study tools include access to two bonus practice exams, allowing you to

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focus on areas you need further review, and electronic flashcards provide last minute review on key concepts. The Project+ exam is a first step into the

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complex world of project management, and serves as a springboard to the Project Management Institute's (PMI) PMP certification. This study guide helps you

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build the knowledge you need to be confident on exam day. Review 100 percent of the Project+ exam objectives

Understand the real-world applications of

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each concept Gain expert insight drawn from real-world experience Access online practice exams, electronic flashcards, and more Every industry needs people who know

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how to deliver successful project outcomes. The Project+ exam parallels the PMI's A Guide to Project Management Body of Knowledge (PMBOK®

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Guide), so this smart study guide gives you a solid foundation for additional project management training and certification. The

CompTIA Project+ Study

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Guide, Second Edition combines industry-leading expertise with Sybex resources to help you successfully begin your project management journey.

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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

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*develop Apex Triggers. -
Learn how to use SOQL
and SOSL to retrieve
data. - Learn how to
write Object-Oriented
Salesforce code. -
Explore the best*

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practices to deliver scalable and maintainable code.

DESCRIPTION This book covers the fundamentals of the Salesforce Apex programming language

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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

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applications that can interact with and update data from your users. We cover the language from the ground up, introducing programming concepts such as

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variables and control statements alongside clear and concise examples to help you understand the key concepts and features. Platform-specific

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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

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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

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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

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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

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with confidence. WHAT WILL YOU LEARN - Learn how to declare variables in Apex. - Understand how to work with collections in Apex. - Use different control

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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*

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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

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Salesforce ecosystem with little professional prior programming experience, such as students. The reader is expected to have some basic familiarity with

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Salesforce as a platform, although key concepts are reviewed.

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Salesforce Platform 2.

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Variables in Apex 4.
Collections 5. Control
Statements 6. Apex
Triggers 7. SOQL 8. SOSL
9. Defining Apex Classes
10. Apex Class

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*Inheritance 11. Testing
Apex 12. Callouts in
Apex 13. Epilogue
New or intermediate
developers will want to
use this hands-on guide
to prepare for the*

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Salesforce Certified Platform App Builder credential, awarded for designing, building, and implementing applications using the declarative

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customization capabilities of the Salesforce Platform. This is the first book available covering this content, and Salesforce training is very costly.

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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

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study questions and exercises are included to help you apply what you learn in each chapter. Author Rakesh Gupta explains Salesforce Platform

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fundamentals, including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange. Data

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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.

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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

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wide array of topics, including designing a mobile app and reporting in Salesforce. What You Will Learn Know when to use declarative development versus

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*programmatic development
versus the AppExchange
Understand the
Salesforce data model,
field type (when to use
which fields), and how
and when to use an*

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*external object in
Salesforce Be familiar
with security and
settings in Salesforce
See how easily users can
migrate to the Lightning
experience from the*

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classic platform

Implement business

process automation using

declarative features

Apply the automation

process in Salesforce

Utilize Process Builder

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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

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*the Salesforce
development arena who
wants to learn or
explore the platform
Learning Salesforce
Development with Apex
MCSA Windows Server 2016*

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Complete Study Guide

Salesforce CRM - The

Definitive Admin

Handbook

Salesforce Developer All

In One (Salesforce

Platform Developer I And

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*11 Certification Guide,
Marketing Cloud,
Lightning Aura Component
and Lightning Component,
Scenario Based)
Learn Salesforce And
Become A Ninja*

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A step-by-step guide to creating, managing, and automating sales and marketing processes
The Salesforce Career Playbook

Learning a complex new

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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

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**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**

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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

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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

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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

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**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**

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Java combines puzzles, strong visuals, mysteries, and soul-searching interviews with famous Java objects to engage you in many different ways. It's

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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

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programming and Java. You'll learn everything from the fundamentals to advanced topics, including threads, network sockets, and distributed programming

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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

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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

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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

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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

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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

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**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.
A definitive guide**

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**covering all the core
concepts necessary to
pass the Salesforce
Administrator
Certification exam Key
Features Understand
critical design**

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considerations for setting up Salesforce CRM Facilitate and manage the transition from Salesforce Classic to Lightning Experience Learn key

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functions of application security to manage user profiles and dataBook Description Salesforce's winter '19 release offers a host of new features for CRM

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designed to meet your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily

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get a thorough understanding of the platform. This Salesforce handbook begins by guiding you in setting up users and security and then

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progresses to configuration, data management, and data analytics. You'll discover process automation and approval mechanisms, while also

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exploring the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book covers Salesforce CRM system administration in

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a practical way, and it'll serve as an invaluable reference for both new administrators and experienced professionals. Furthermore, you'll also

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delve into Salesforce mobile apps and mobile administration, along with Salesforce Adoption Manager. You'll gain insights into Lightning Experience, Salesforce's

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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

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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

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and control various user interface features in Salesforce CRM. What you will learn
Configure a variety of user interface features in Salesforce CRM
Understand

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**the capabilities of the
Salesforce CRM sharing
modelExplore Einstein
Analytics - Salesforce's
new wave of advanced
reporting Get to grips
with the Lightning**

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Process Builder
workflow Set up user
profiles, security, and
login access
mechanisms Find out how
Apex and Visualforce
coding can be used in

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Salesforce CRM Manage the transition from Salesforce Classic to Lightning Experience Implement data manipulation features to apply best practices in

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data managementWho this book is for This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of

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configuration and system management. Whether you are a new or experienced professional, this book will enhance your knowledge and understanding of

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Salesforce CRM features. Salesforce Advanced Administrator Certification Guide is a complete resource that will help you gain the knowledge and master the

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skills required to earn the advanced administrator credentials. With plenty of questions and answers along with best practices, you will

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learn all the concepts asked in exams specially designed with this guide.

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necessary to land that
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Understand machine learning models and learn how to select pre-

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built models • Monitor and troubleshoot machine learning models • Design analytics and machine learning applications that are secure, scalable, and highly

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available. This exam guide is designed to help you develop an in depth understanding of data engineering and machine learning on Google Cloud Platform.

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**A Practical Guide for
Starting and Advancing
Your Career on the
World's Friendliest and
Fastest-Growing Tech
Platform
CLF-C01 Exam**

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Prepare for the review board by practicing example-led architectural strategies and best practices
Salesforce for Beginners Exam 70-740, Exam

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**70-741, Exam 70-742, and
Exam 70-743**

**Customizing Salesforce
on the Force.com
Platform**

**CBAP / CCBA Certified
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Guide

The comprehensive study aid for those preparing for the new Oracle Certified Professional Java SE Programmer I Exam 1Z0-815 Used

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primarily in mobile and desktop application development, Java is a platform-independent, object-oriented programming language. It is the principal

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language used in Android application development as well as a popular language for client-side cloud applications. Oracle has updated its Java Programmer

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certification tracks for Oracle Certified Professional. OCP Oracle Certified Professional Java SE 11 Programmer I Study Guide covers 100% of the exam objectives,

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ensuring that you are thoroughly prepared for this challenging certification exam. This comprehensive, in-depth study guide helps you develop the functional-

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programming knowledge required to pass the exam and earn certification. All vital topics are covered, including Java building blocks, operators and

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loops, String and StringBuilder, Array and ArrayList, and more. Included is access to Sybex's superior online interactive learning environment and test

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bank-containing self-assessment tests, chapter tests, bonus practice exam questions, electronic flashcards, and a searchable glossary of important

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*terms. This indispensable guide:
Clarifies complex material and strengthens your comprehension and retention of key topics
Covers all exam*

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*objectives such as
methods and
encapsulation,
exceptions, inheriting
abstract classes and
interfaces, and Java 8
Dates and Lambda*

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*Expressions Explains
object-oriented design
principles and patterns
Helps you master the
fundamentals of
functional programming
Enables you to create*

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Java solutions applicable to real-world scenarios There are over 9 millions developers using Java around the world, yet hiring managers face challenges

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filling open positions with qualified candidates. The OCP Oracle Certified Professional Java SE 11 Programmer I Study Guide will help you take the

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next step in your career.

Build, design, and style beautiful and informative applications on the Salesforce Lightning platform Key

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Features Build and Test Lightning Components that enhance application usability and adaptability Apply Security Best Practices to your Custom Lightning

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*Components Design
Lightning Components for
Salesforce UIs such as
Lightning Pages,
Salesforce 1
Application,
Communities, and more.*

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Book Description Built on the Salesforce App Cloud, the new Salesforce Lightning Experience combines three major components: Lightning Design System,

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Lightning App Builder, and Lightning Components, to provide an enhanced user experience. This book will enable you to quickly create modern,

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enterprise apps with Lightning Component Framework. You will start by building simple Lightning Components and understanding the Lightning Components

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architecture. The chapters cover the basics of Lightning Component Framework semantics and syntax, the security features provided by Locker

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Service, and use of third-party libraries inside Lightning Components. The later chapters focus on debugging, performance tuning, testing using

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Lightning Testing Services, and how to publish Lightning Components on Salesforce AppExchange. What you will learn Understand Lightning Components

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*architecture Learn
Locker security best
practices Debug and
Improve performance of
your Lightning
Components Use third-
party libraries along*

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*with Lightning Component
Framework Learn how to
publish Lightning
Components on
AppExchange Use
Lightning Out to take
your Lightning*

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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,

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CSS, and JavaScript and want to build and test Salesforce Lightning components. No knowledge of Salesforce Lightning is required.

Cybersecurity is

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undoubtedly one of the fastest-growing fields. However, there is an acute shortage of skilled workforce. The cybersecurity beginners guide aims at teaching

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security enthusiasts all about organizational digital assets' security, give them an overview of how the field operates, applications of

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cybersecurity across sectors and industries, and skills and certifications one needs to build and scale up a career in this field. Take a deep dive into

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the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and

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sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when

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*architecting a
Salesforce-based
solution and equips you
to develop the artifacts
needed for an end-to-end
enterprise architecture
blueprint for Salesforce*

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implementation and DevOps. This must-have handbook helps Salesforce professionals implement and manage Salesforce in their organization. You will

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*learn Salesforce
architecture: solution
architecture, data
architecture, security
architecture,
integration
architecture, identity*

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and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main

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architecture concepts, the book also offers industry best practices and the recommended framework for approaching, managing, delivering, and

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continuously improving a Salesforce solution using its Salesforce Development & Deployment Lifecycle. What You Will Learn Get a detailed overview of the

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Salesforce multi-tenant, metadata-driven architectural framework and the under-the-hood technology stack that supports Salesforce Know the seven architecture

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domains, their intricacies, and the considerations needed within each when designing a Salesforce solution Have an architectural mindset

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and the artifacts needed to architect an end-to-end enterprise-level implementation of Salesforce Be familiar with the most common Salesforce products,

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licenses, AppExchange products, and the key considerations of using out-of-the-box declarative capabilities vs custom programmatic capabilities of

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Salesforce Understand data architecture design considerations that include data modeling in Salesforce, identifying and mitigating large data volume concerns,

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and the key considerations for data migration and data archiving strategies Understand security architecture considerations related

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*to securing data within
Salesforce and the
various approaches to
allow or restrict
sharing and visibility
from within Salesforce
Understand integration*

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architecture considerations that provide an overview of the integration patterns and the integrations solutions that can be used with Salesforce to

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connect Salesforce with a remote system hosted on-premises, on the cloud, or by third-party solution providers
Understand identity and access management

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architectural considerations across the 9 stages of an identity and access management lifecycle Be aware of the strategies available to design

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mobile solutions with Salesforce and the options available for Salesforce mobile architecture Employ the principles of the DevOps & Development Lifecycle

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needed for an ideal state Salesforce implementation Who This Book Is For Professionals interested in implementing, optimizing, and

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architecting Salesforce solutions enterprise-wide; Salesforce implementation (SI) partners needing a detailed playbook for architecting and

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*delivering successful
Salesforce solutions;
Salesforce admins,
developers, and
architects looking for a
one-stop educational
resource to mastering*

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the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified Technical

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Architect (CTA) board exam

You Don't Know JS: Scope & Closures

Salesforce All In One (Salesforce Platform Developer I And II)

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*Certification Guide,
Marketing Cloud,
Lightning Aura Component
and Lightning Component,
Scenario Based
Exam Study Guide For
Platform Developer II*

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*Exam Prep LATEST VERSION
Head First Java
Salesforce CRM
Salesforce Certified
Platform Developer II
Exam Practice Questions
& Dumps*

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Salesforce Certification Guide All In One(Salesforce CPQ, Salesforce Platform Developer I AND II, Salesforce Certified B2C Commerce Architect)

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Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key Features Prepare for the Salesforce Platform App

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Builder certification exam by exploring important concepts and expert tips and techniques
Design the data model, user interface, business logic, and security for custom apps
Understand the key milestones and

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considerations when managing an application lifecycle
Book Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform? **Salesforce**

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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

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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

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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

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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

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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

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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

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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

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Salesforce Lightning Experience UI Implement business logic and process automation Identify the capabilities of declarative customization Who this book is for This book is for beginners and aspiring

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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

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developers looking to learn more about the declarative, non-programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful.

Salesforce Marketing Cloud:

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Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of

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Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training

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and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions,

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this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your customers. As

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Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of

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tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine

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your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit

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into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment

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in the digital marketing world!

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

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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

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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

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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

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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

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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.

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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.

A practical guide which will

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help to discover how to setup and configure the Salesforce CRM application. It offers solutions and practical examples on how to further improve and maintain its functionality with clear systematic instructions.

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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

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the inner workings of one of the world's most admired companies. He reveals how Salesforce's core values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest

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One of my favorite parts of working

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in the Salesforce ecosystem is the opportunity to work with many incredibly talented admins, analysts, consultants, developers, project managers, and architects. As I grew in my Salesforce consulting career, I started to see a

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pattern. There were specific individuals that consistently delivered successful projects. Some were project managers, others were architects, and others were consultants or developers. And their success didn't really depend

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on the project size, industry, or team. These "Rockstar" team members each possessed their own unique mix of skills. I surveyed colleagues and clients to help identify the skills that help someone succeed. The survey identified six

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specific skills that were found in top performers. Each one provides benefits to any Salesforce role. But the combination of multiple skills shapes the way one approaches problems. I call this combination of skills "The Architect Mindset". It

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provides a framework to tackle problems, work with stakeholders and achieve successful Salesforce projects. In this book, we'll be diving deep into each of the six skills outlined by the survey. Where appropriate, I'll share real-world

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examples and scenarios that I've encountered. First, we'll discuss the process of setting expectations. In my opinion, this is the most critical factor in the success or failure of a Salesforce project. If expectations aren't set and maintained, projects

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are at great risk. Next, we'll dive into database architecture. Knowing how databases are constructed, and how that translates to Salesforce provides crucial context for design decisions. This foundational

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knowledge informs the logic behind Salesforce best practices and limits. With that background, we will talk about balancing technical debt in chapter 4. Every customization in Salesforce carries some debt, so it is crucial to understand the

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impacts. You'll learn how to merge processes and systems in the best way possible. Understanding the impact of debt will often require you to deny requests. So, in chapter 5, we'll discuss the importance of saying "no, but...". You need to

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protect the org, but present alternatives to keep things moving forward. In chapter 6, we'll talk about the importance of designing for your end users. Adoption is a key metric in any Salesforce project. An incredible solution that

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goes unused is just wasted effort. So, go directly to the source when you try to solve a problem. Finally, we'll talk about the importance of documentation. From project documents, to internal Salesforce documentation, making things

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