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The CRM Field Guide

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The CRM Field Guide *How to CRM like an MVP with Dynamics CRM*
The CRM Field Guide is an essential guide to Microsoft Dynamics CRM that everyone should have on their bookshelf. This book offers you details not only on CRM fundamentals and extensibility points but also the tried and true best practices and strategies of the combined experience of some of the most recognizable global experts in the CRM industry. The field guide contains insights from many CRM MVP contributors and is intended to be a book you pick up over and over again as you use CRM.
Having the CRM Field Guide by your side is like having the hotline to the industry experts. When you hear the term Field Guide you likely think of nature; identifying key plants or animals in a new and exciting place. Obviously this book is not that type of a guide. This book is what you pick up when it s Friday night and you are stuck with one last CRM problem between you and the weekend.
The CRM Field Guide is not a reference repeating all the contents of the CRM documentation, but it is designed to complement what Microsoft provides offering insights from real world deployments of Microsoft Dynamics CRM. There is so much content in the CRM Field Guide, one of the MVPs joked it could probably have enough weight to hold down your desk if a tornado passes through your office!
In the CRM Field Guide you will find details that can help administrators, customizers and developers; not to mention power business users wanting to know all the details the admin never tells them. If you run CRM in the cloud or sitting in a server room at your office the information is useful.
Q: So what will you learn from this book?

A: Lots!

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