Implementing SugarCRM 5.x

Angel Magaña, Michael Whitehead

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The book works from the SugarCRM basics right up to advanced features in a clear and friendly way. It follows a combination of theoretical discussions relating to varying business needs and the manner in which CRM technology can address them. By helping you clarify your business goals the book enables you to build a CRM system to support your business needs. If you are a small-medium business owner/manager with reasonable IT skills, a system implementer, or a system administrator who wants to implement SugarCRM for yourself either as a first CRM or as a replacement for existing solutions, this book is for you. Existing SugarCRM users who want to broaden their understanding of the topic will find this book valuable too. No programming knowledge is required to use this book to implement, customize, and use SugarCRM.

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