Hands-On Low-Code Application Development with Salesforce: A Comprehensive Guide

Are you ready to revolutionize your application development process? With the rise of low-code platforms, building custom applications has become easier and more accessible than ever before. And when it comes to low-code development, Salesforce stands out as the leader.

Hands-On Low-Code Application Development with Salesforce: Build customized CRM applications that solve business challenges in just a few clicks

by Enrico Murru

★★★★☆ 4.6 out of 5

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File size	: 44282 KB
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Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 608 pages

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In this comprehensive guide, we'll take you on a journey through the world of low-code application development with Salesforce. From understanding the fundamentals of the platform to mastering the latest low-code tools and techniques, we'll provide you with everything you need to build custom applications quickly and efficiently.

What is Salesforce?

Salesforce is a cloud-based customer relationship management (CRM) platform that enables businesses to manage their sales, marketing, and customer service operations. It's one of the most popular CRM platforms in the world, with over 150,000 customers worldwide.

Salesforce provides a comprehensive suite of tools and features for managing customer relationships, including:

- Contact management

- Lead management

- Opportunity management

- Customer service management

- Marketing automation

- Sales analytics

Salesforce is also a powerful low-code development platform. This means that you can build custom applications on top of the Salesforce platform without having to write a single line of code.

Benefits of Low-Code Development with Salesforce

There are many benefits to using a low-code development platform like Salesforce. These benefits include:

- **Increased productivity:** Low-code platforms allow you to build applications faster than traditional development methods.

- **Reduced costs:** Low-code platforms can help you reduce the cost of developing and maintaining applications.

- **Improved agility:** Low-code platforms make it easy to make changes to applications, which can help you keep up with changing business needs.

- **Increased collaboration:** Low-code platforms make it easy for business users and developers to collaborate on the development of applications.

Who Should Read This Book?

This book is ideal for anyone who wants to learn how to build custom applications on the Salesforce platform. Whether you're a beginner or an experienced developer, you'll find something valuable in this book.

This book is also a valuable resource for business users who want to understand the potential of low-code development. By understanding the basics of low-code development, you can make informed decisions about how to use this technology to improve your business.

What You'll Learn

In this book, you'll learn:

- The fundamentals of the Salesforce platform

- The different types of low-code tools and techniques

- How to build custom applications on the Salesforce platform

- How to deploy and manage Salesforce applications

- Best practices for low-code development
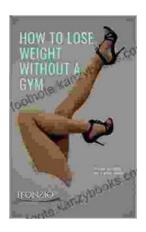
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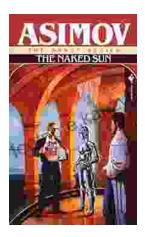
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