

# Developer Guide Salesforce

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.

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

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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.

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.

This is a mini tutorial guide that discusses the most important and the most frequently used technical aspects of Visualforce development, thereby making it a perfect companion for Visualforce developers. This book is for Visualforce developers who are looking for a pocket guide that will resolve their most frequently faced issues.

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

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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

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 System is an information system used in CRM to automate business processes, such as sales and marketing. Process Builder is a visual tool created to automate business

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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. Then you will learn about different applications of Process 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. By the end of the book, you will have a clear 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
- Work with formulae in Process Builder to minimize the 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 is required, but not extensive programming knowledge.

Whether you are brand new to the world of Salesforce communities or you are looking to take your Community Cloud knowledge to the next level, this detailed guide will help you to build and manage a Salesforce community by leveraging the declarative power of the platform with clicks, not code. Each Salesforce community is a part of a widespread ecosystem, with thousands of communities and millions of users active today on Community Cloud. Through valuable social and business tools, this online platform

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enables companies to empower and equip their customers, partners, and employees in new, powerful ways. In this book, Philip Weinmeister, a Salesforce MVP and the first-ever recipient of the “Community Cloud MVP” Trailblazer award, leads you through the ins and outs of Salesforce communities and provides you with an array of best practices to deliver top-notch business portals on the Salesforce platform. Practical Guide to Salesforce Communities is the first book to comprehensively cover this next-generation offering from Salesforce, providing real, actionable guidance to help individuals build effective and engaging online communities. The book takes you through the entire process: from planning and designing a community to configuration/build, setup, and administration, all the way to deployment. Detailed explanations are provided of key components, templates, and features such as Community Builder, Audience Targeting, Lightning Bolts, and much more. Additionally, considerations and best practices are covered, including valuable tips and insights. What You’ll Learn

- Plan and design a community
- Conceptualize how employees, partners, and customers use and benefit from communities
- Assess available templates and make an informed selection decision
- Use Community Builder and Lightning components within a Lightning community template
- Apply topics and knowledge articles to a community to increase value and adoption
- Inject process automation into a community using Workflow, Flow, and Process Builder
- Create dynamic and personalized user experiences with audience targeting
- Build, export, and import unique templates with the Lightning Bolt solution framework
- Provide community data for members or community managers

Who This Book Is For

Salesforce administrators, Salesforce developers, Salesforce functional architects, Salesforce business analysts, and Salesforce community managers

Learn to harness the power of the Apex language to build

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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

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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

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

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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.

Probably the best preparation you could have for the DEV401 exam is this comprehensive handbook that covers all the fundamentals. It will put you on track for becoming a Salesforce.com Certified Force.com Developer. Simple and to-the-point examples that can be tried out in your developer org A practical book for professionals who want to take the DEV 401 Certification exam Sample questions for every topic in an exam pattern to help you prepare better, and tips to get things started Full of screen-shots, diagrams, and clear step-by-step instructions that cover the entire syllabus for the exam In Detail When migrating to the new wave of cloud-based applications, we now think about business logic, we think about automating processes, and we think about how we can make the systems better. Force.com is a cloud-based platform that is used to build and deploy enterprise applications on the cloud with minimum coding. Demand for Force.com experts is growing rapidly and companies look for certified professionals. This books comes in handy when you are seeking to clear the Salesforce.com Certified Force.com

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Developer exam. The Force.com Developer Certification Handbook (DEV401) is a practical guide for you to become a Salesforce.com Certified Force.com Developer. This book will help you to impress your colleagues with excellent Force.com skills, and prepare for the Dev 401 certification exam. From building applications to automating business processes everything is covered from the certification perspective, and you will gain hands-on expertise with the step-by-step approach of this book. Force.com Developer Certification Handbook (DEV401) will help you build and deploy a complete application on Force.com by using point and click. With this book you will learn to create and manage custom objects and their data. You will build the user interface for your applications and automate your business process by using workflows and approvals. This definitive certification guide provides a disciplined approach to be adopted for successfully clearing the DEV 401 exam, which gives you an edge over Force.com developers who are not certified. Each chapter contains ample practice questions at the end.

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes:

- \* You don't have \$6M of investor funds sitting in your bank account
- \* You're not going to relocate to the handful of startup hubs in the world
- \* You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options

There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a

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place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers. 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. This book contains all the details related to Salesforce that you have to know for study & crack the Salesforce job interviews along with two very important certification guides.

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Likes, Salesforce Scenariobased questions and answers, Salesforce lightning components, lightning aura components, Salesforce marketing clouds along with codes that helps you to clear each and every thing from the beginningto advance. Also this book contains two important Salesforce certificationguides, you can get mostly commonquestions that maybe come in the exam. Read all the questions and answers ofthis books carefully and then take some free and paid mock test for the exam (Exam links are in last page of this book), be confidence and you will definitelyclear the exam. Topics: 1. Salesforce Scenario Based Interview Questions And Answers,2. Lightning Aura Component and Lightning Component,3. Salesforce Marketing Cloud,4. Salesforce Platform Developer I Certification Guide,5. Salesforce Platform Developer II Certification Guide.

A handy guide that covers the most essential topics for Salesforce Platform App Builder Certification in an easy-to-understand format About This Book Get to grips with the fundamentals of Force.com to pass the certification exam with flying colors Create Force.com applications, automate business processes, and manage data operations to be a successful Salesforce.com Certified Force.com app builder A step-by-step guide that covers the most essential topics for the Platform App Builder Certification in an easy-to-understand format Who This Book Is For Salesforce beginners who need to prepare for the Salesforce Platform App Builder Certification exam will benefit from this book. This book is ideal for developers and admins who are new to Salesforce CRM and the Force.com platform. It is recommended that users have some basic programming knowledge and are familiar with salesforce. By the end of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. What You Will Learn Learn the basics of the force.com cloud platform Learn

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to build objects that align with your business Understand the process of building an application on force.com platform Kick-start your certification journey in basic- easy-to-follow guide Focus on important topics that help you accomplish your certification goals Learn to secure your application with the Salesforce security model Manipulate and process large amount of data using the data tools Prepare for the exam with sample mock questions In Detail The Salesforce Certified Platform App Builder exam is for individuals who want to demonstrate their skills and knowledge in designing, building, and implementing custom applications using the declarative customization capabilities of Force.com. This book will build a strong foundation in Force.com to prepare you for the platform app builder certification exam. It will guide you through designing the interface while introducing the Lightning Process Builder. Next, we will implement business logic using various point and click features of Force.com. We will learn to manage data and create reports and dashboards. We will then learn to administer the force.com application by configuring the object-level, field-level, and record-level security. By the end of this book, you will be completely equipped to take the Platform App Builder certification exam. Style and approach Simple and to-the-point examples that can be tried out in your developer org. A practical book for professionals who want to take the Salesforce Platform App Builder Certification exam. Sample questions for every topic in an exam pattern to help you prepare better, and tips to get things started. Full of screen-shots, diagrams, and clear step-by-step instructions that cover the entire syllabus for the exam.

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

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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.

Learn everything you need to become a successful data architect on the Salesforce platform Key Features Adopt best practices relating to data governance and learn how to implement them Learn how to work with data in Salesforce while maintaining scalability and security of an instance Gain insights into managing large data volumes in Salesforce Book 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

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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 learn

- Understand the Salesforce data architecture
- Explore various data backup and archival strategies
- Understand how the Salesforce platform is designed and how it is different from other relational databases
- Uncover tools that can help in data management that minimize data trust issues in your Salesforce org
- Focus on the Salesforce Customer 360 platform, its key components, and how it can help organizations in connecting with customers
- Discover how Salesforce can be used for GDPR compliance
- Measure and monitor the performance of your Salesforce org

Who 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.

**NEW 3rd Edition - September 2020** This is the third edition of the book that has earned 14 5-star reviews. It's now bigger, richer and better. Your walk-through guide to Developer Marketing and Relations now has 9 new chapters since the first edition + 1 more reviewed chapter. Build your DevRel dream team and project. Learn from success and failure stories. Welcome to the third edition of "Developer Marketing and Relations: The Essential Guide". The history starts in October 2017,

during the Future Developer Summit. There, Andreas Constantinou and Nicolas Sauvage fully recognized the fragmented nature of developer relations or DevRel - from the types of companies, the products they represented, and the knowledge of the practitioners. It was there we witnessed that the best practices were often locked behind the doors of the companies that mastered them. We knew we wanted develop an essential guide to share this knowledge with a broader audience of developer relations, evangelists & advocates, developer marketing practitioners and beyond. As we have watched the practice of DevRel grow and evolve over the last three years, there is a continued need for education of what DevRel is, along with the strategy and tactics needed for a successful program. The good news is, many of the leading practitioners from the best companies agreed to share their knowledge, stories, learnings, and best practices in this guide! We think you'll find the information insightful, whether you are a seasoned professional in developer relations or you are just getting started. A question we often get asked is: "Can you help us understand how Mozilla, Google, or Microsoft practice developer marketing?" (replace names with your favorite tech brands). That's exactly what this book aims to accomplish. This guide is arranged in an order that takes you from strategic issues to more tactical issues. You can read from start to finish, or jump into the chapter that focuses on what you need to know right now. At a strategic level, you may want to read "Using Developer Personas to Stay Customer-Obsessed" from Cliff

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Simpkins of Microsoft, or if you are building out a program you might try "Structuring Developer Relations", by Dirk Primbs of Google. If you are just starting out, be sure to read, "Starting from Scratch: How to Build a Developer Marketing Program", by Luke Kilpatrick of Nutanix. If you need to get many stakeholders together in a large organization, the "The Developer Relations Council: Leading and Aligning Developer Marketing within Large Companies" by Arabella David of Salesforce - a new chapter for the third edition- is a must. Then, learn how to understand numbers and KPIs in our new chapter "Measuring the success of a developer communications strategy" by our very own Rich Muir of SlashData. As mentioned, developer programs exist in many types, as different companies are marketing different types of products to developers. Ana Schafer and Christine Jorgensen of Qualcomm describe their experiences with communities around hardware in "Hardware Is the New Software - Building A Developer Community Around A Chip Instead Of An SDK". APIs are well known as a key product in DevRel so we are pleased to bring you a new chapter by Mehdi Medjaoui, founder of APIdays conferences "Developer Relations and APIs". We can't list all of the great chapters here, but we would be remiss if we didn't point out the chapters on community, the heart and soul of any leading developer relations program. Be sure to read "The Power Of Community" by Jacob Lehrbaum of Salesforce, and the new chapter "Building an Inclusive Developer Community" by Leandro Margulis, based on his days at TomTom. Andreas Constantinou, Founder &

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CEO, SlashData Nicolas Sauvage, President & Managing Director, TDK Ventures Caroline Lewko & Dana Fujikawa, Editors of the third edition, WIP

If you're a Salesforce developer, *Mastering Apex Programming* will help you to get to grips with the Apex language, its advanced features, and best practices for building robust cloud-based applications that scale. Explore asynchronous programming, debugging and performance, and much more to master the Apex language.

If you are a developer who wants to learn how to develop and deploy applications from the Salesforce.com platform, then this book is for you. No prior knowledge of Salesforce is necessary.

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

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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.

A comprehensive guide filled with best practices and tailor-made examples - a must-read for all Lightning Platform architects!

Key Features

- Use the Lightning

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Platform to build integrated, scalable, and robust apps focused on enterprise-level customer demands Use the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce Mobile Extend your application with access to external services and AI Book 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

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will have learned how to develop effective business apps and be ready to explore innovative ways to meet customer demands. What you will learn

- Create and deploy AppExchange packages and manage upgrades
- Understand Enterprise Application Architecture patterns
- Customize mobile and desktop user experience with Lightning Web Components
- Manage large data volumes with asynchronous processing and big data strategies
- Implement Source Control and Continuous Integration
- Add AI to your application with Einstein
- Use Lightning External Services to integrate external code and data with your Lightning Application

Who 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.

Chapter 1: Introduction -- Chapter 2: Infrastructure as a Service -- Chapter 3: Platform as a Service -- Chapter 4: Application as a Service -- Chapter 5: Paradigms for Developing Cloud Applications -- Chapter 6: Addressing the Cloud Challenges -- Chapter 7: Security -- Chapter 8: Managing the Cloud Infrastructure -- Chapter 9: Related Technologies -- Chapter 10: Future trends and Research Directions.

Hands-On Low-Code Application Development with Salesforce follows the “Clicks, not Code” mantra to develop business applications within the Salesforce environment. This book will help you increase your productivity by understanding the core concepts of metadata-driven development.

Salesforce Developer All In One Details Of This Book:

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Learn Salesforce And Become A Ninja This book content all the details related Salesforce that you have to know for study & crack the Salesforce job interviews along with two very important certification guides. Likes, Salesforce Scenario based questions and answers, Salesforce lightning components, lightning aura components, Salesforce marketing clouds along with codes that's helps you to clear the each and every thing from the beginning to advance. Also this books contents two important Salesforce certification guide, you can get mostly commons questions that maybe come in the exam. Read all the questions and answers of this books carefully and then take some free and paid mock test for the exam (Exam links are in last page of this book), be confidence and you will definitely clear the exam. Topics- Salesforce Scenario Based Interview Questions And Answers-Lightning Aura Component and Lightning Component-Salesforce Marketing Cloud-Salesforce Platform Developer I Certification Guide -Salesforce Platform Developer II Certification Guide

A guide for developers and integrators working with Salesforce Marketing Cloud. This book describes the core concepts, components, API methods and procedural steps required to build integrated customer journeys using Journey Builder.

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.

PrestaShop is a free, open source eCommerce solution written in PHP. It supports payment gateways such as DirecPay, Google Checkout & PayPal. With this book you'll find a link to download 100Mb+ including the module ""MyProducts"" with its own documentation. This book will help you to customize the Prestashop 1.5 - 1.6 through the Admin panel, and to make advanced code changes and template customization. Many tools are discussed in this book to facilitate the developers and to help them to understand the architecture of Prestashop in the shortest amount of time. Alex works as developer manager for an IT group in London. He started as software developer in 1985.

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.

Visualforce Development Cookbook is written in such a way that even complex concepts are explained in an easy-to-understand manner. Following a Cookbook structure, the book covers some essential technical scenarios and includes over 75 recipes focusing on real-world development problems. This book is packed with illustrations and also contains lots of code samples for the better understanding of the reader. "Visualforce Development Cookbook" is aimed at developers who have already grasped the basics of Visualforce. Awareness of the standard component library and the purpose of controllers is expected.

New or intermediate developers will want to use this hands-on guide to prepare for the Salesforce Certified Platform App Builder credential, awarded for designing, building, and implementing applications using the declarative customization capabilities of the Salesforce Platform. This is the first book available covering this content, and Salesforce training is very costly. 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 study questions and exercises are included to help you apply what you learn in each chapter. Author Rakesh Gupta explains Salesforce Platform fundamentals, including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange. Data management and data analytics are covered. And you will learn how to set up

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organization-wide features that affect the look and feel of your application. 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 wide array of topics, including designing a mobile app and reporting in Salesforce. What You Will Learn Know when to use declarative development versus programmatic development versus the AppExchange Understand the Salesforce data model, field type (when to use which fields), and how and when to use an external object in Salesforce Be familiar with security and settings in Salesforce See how easily users can migrate to the Lightning experience from the classic platform Implement business process automation using declarative features Apply the automation process in Salesforce Utilize Process Builder 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 the Salesforce development arena who wants to learn or explore the platform

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 proprietor 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 entities. 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.

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

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:

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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.

The Salesforce Platform Developer II program is designed for individuals who would like to exhibit their skills and knowledge in advanced programmatic capabilities of the Lightning Platform and data modeling to develop complex business logic and interfaces. The candidate can design, develop, test, and deploy programmatic solutions that are maintainable, reusable, and follow design patterns and object-oriented programming best practices. Preparing for the Salesforce Platform Developer II exam to become a Certified Platform Developer II by Salesforce? Here we have brought Best Exam Questions for you so that you can prepare well for this exam of Salesforce. Unlike other online simulation practice tests, you get an Paperback version that is easy to read & remember these questions. You can simply rely on these questions for successfully certifying this exam.

AMPscript is a scripting language for Salesforce Marketing Cloud. You can use it to create highly sophisticated, personalized content through an extensive set of functions. The language follows a simple syntax and semantics. With an understanding

of the fundamentals, you can quickly gain proficiency in AMPscript - no prior experience in scripting languages is needed. This book extends the existing Salesforce documentation to provide an authoritative reference manual on AMPscript. Whether you are inexperienced in writing scripts or are already highly proficient in AMPscript, this book will enable you to enjoy rapid development through clear explanations and extensive documentation on all AMPscript functions, including real-world supporting code samples for you to reuse.

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.

[Salesforce Certification Guide All In One](#)  
[Details Of This Book: Learn Salesforce And Become A Ninja](#)  
This book content all the details related Salesforce that you have to know for study for crack, which help you prepare for the exam, IF you start preparing yourself for Salesforce certification exams then this books is best for you, here you can get mostly commons questions that maybe comes in the exam. Read all the questions and answers of this books carefully and then take all free and paid mock test for the content (Exam links are in last page of each chapter of this book, be confidence and you will definitely clear the exam).

[Chapters-Salesforce Certification Guide](#) -[Salesforce Platform Developer I Certification Guide](#) -[Salesforce Platform Developer II Certification Guide](#)-[Salesforce Certified B2C Commerce Architect Certification Guide](#)

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

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