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# Salesforce 401 Study Guide

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set the foundation  
standard and the  
with up to innovative  
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equipping and Operating Cisco  
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New World Library  
What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables their record of consistent innovation? Most people think it 's because these companies are somehow able to find and attract a level of talent that makes this innovation possible. But the real advantage these companies have is not so much who they hire, but rather how they enable their people to work together to solve hard problems and create extraordinary products. As legendary Silicon Valley coach--and coach to the founders of several of today 's leading tech

companies--Bill Campbell said, " Leadership is about recognizing that there's a greatness in everyone, and your job is to create an environment where that greatness can emerge. " The goal of EMPOWERED is to provide you, as a leader of product management, product design, or engineering, with everything you ' ll need to create just such an environment. As partners at The Silicon Valley Product Group, Marty Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller INSPIRED, EMPOWERED tackles head-on the

reason why most companies fail to truly leverage the potential of their people to innovate: product leadership. The book covers: what it means to be an empowered product team, and how this is different from the " feature teams " used by most companies to build technology products recruiting and coaching the members of product teams, first to competence, and then to reach their potential creating an inspiring product vision along with an insights-driven product strategy translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build redefining the

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relationship of the product teams to the rest of the company detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams

EMPOWERED puts decades of lessons learned from the best leaders of the top technology companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.

The Step-By-Step Guide for Building a Great Company  
John Wiley & Sons

Use this hands-on guide to build powerful solutions on the Salesforce platform without

using a single line of code. This revised and expanded second edition includes Process Builder, Flow Builder, Lightning App Builder, Lightning Bolt Solutions, and more. Practical Salesforce Development Without Code shows you how to unlock the power of the Salesforce platform to solve real business problems. Adhering to Salesforce's "clicks, not code" mantra, Salesforce expert Phil Weinmeister walks Salesforce newcomers and veterans through different business

problems and identifies effective—and proven—approaches to solutions using the platform's declarative framework. By adopting this book as your guide, you will learn how to deliver business solutions within Salesforce by combining analysis, creativity, and logic with core elements such as validation rules, workflow rules, processes, flows, formula fields, and Lightning apps. In addition, Weinmeister dissects and explains the most useful functions and features for

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declarative developers and shows you how to use them. Best of all, Weinmeister uses real-life business scenarios and visuals. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are enabled, equipped, and empowered. What You'll Learn Build objects, fields, and relationships to establish a sensible data model Automate business processes by using Workflow, Process Builder,

and Flow Utilize functions and develop formulas effectively for a variety of business needs Develop approval processes to handle exception scenarios Employ actions to easily create efficient and relevant user experiences Manage your environments and deploy your solutions Who This Book Is for Business analysts, Salesforce administrators, and Salesforce developers Salesforce CRM - The Definitive Admin Handbook John Wiley & Sons 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

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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 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

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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.  
Weapons of Math

Destruction Building Applications with Salesforce (dev-401) Updated Exam Questions  
100% success guaranteed! If you have gone through our BUILDING APPLICATIONS WITH SALESFORCE (DEV-401) questions. These are real DEV-401 test questions and comes with verified DEV-401 answers. You don't need to spend a lot of money for the BUILDING APPLICATIONS WITH SALESFORCE (DEV-401) exam prep. You also don't have to purchase BUILDING APPLICATIONS WITH SALESFORCE (DEV-401) exam books or expensive study guides to pass the exam. KHIDKHAD's BUILDING APPLICATIONS

WITH SALESFORCE (DEV-401) preparation dumps includes everything you need, and it will help you in the best way possible. You can prepare from the real DEV-401 questions answers included in the preparation of exam. Moreover, you can save a lot of money and time. Salesforce CRM - The Definitive Admin Handbook  
A practical guide which will 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. Being highly organized and compact, this book contains detailed instructions with

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screenshots, diagrams, and tips that clearly describe how you can administer and configure complex Salesforce CRM functionality with absolute ease. This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a novice or a more experienced admin, this book aims to enhance your knowledge and understanding of the Salesforce CRM platform and by the end of the book, you should be ready to administer Salesforce CRM in a real-world environment.

**MONEY Master the Game** John Wiley &

Sons  
Succeed on the AWS Machine Learning exam or in your next job as a machine learning specialist on the AWS Cloud platform with this hands-on guide As the most popular cloud service in the world today, Amazon Web Services offers a wide range of opportunities for those interested in the development and deployment of artificial intelligence and machine learning business solutions. The AWS Certified Machine Learning Study Guide: Specialty (MLS-CO1) Exam delivers hyper-focused,

authoritative instruction for anyone considering the pursuit of the prestigious Amazon Web Services Machine Learning certification or a new career as a machine learning specialist working within the AWS architecture. From exam to interview to your first day on the job, this study guide provides the domain-by-domain specific knowledge you need to build, train, tune, and deploy machine learning models with the AWS Cloud. And with the practice exams and assessments, electronic flashcards, and supplementary online resources that accompany this

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Study Guide, you ' ll be prepared for success in every subject area covered by the exam. You ' ll also find: An intuitive and organized layout perfect for anyone taking the exam for the first time or seasoned professionals seeking a refresher on machine learning on the AWS Cloud Authoritative instruction on a widely recognized certification that unlocks countless career opportunities in machine learning and data science Access to the Sybex online learning resources and test bank, with chapter review questions, a full-length practice exam, hundreds of

electronic flashcards, and a glossary of key terms AWS Certified Machine Learning Study Guide: Specialty (MLS-CO1) Exam is an indispensable guide for anyone seeking to prepare themselves for success on the AWS Certified Machine Learning Specialty exam or for a job interview in the field of machine learning, or who wishes to improve their skills in the field as they pursue a career in AWS machine learning. [Head First Java](#) Fiction4All and 4Play Press Get prepared for the AWS Certified Security Specialty certification with this excellent resource By

earning the AWS Certified Security Specialty certification, IT professionals can gain valuable recognition as cloud security experts. The AWS Certified Security Study Guide: Specialty (SCS-C01) Exam helps cloud security practitioners prepare for success on the certification exam. It ' s also an excellent reference for professionals, covering security best practices and the implementation of security features for clients or employers. Architects and engineers with knowledge of cloud computing architectures will find significant value in



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this book, which offers guidance on primary security threats and defense principles. Amazon Web Services security controls and tools are explained through real-world scenarios. These examples demonstrate how professionals can design, build, and operate secure cloud environments that run modern applications. The study guide serves as a primary source for those who are ready to apply their skills and seek certification. It addresses how cybersecurity can be improved using the AWS cloud and its native security services. Readers will

benefit from detailed coverage of AWS Certified Security Specialty Exam topics. Covers all AWS Certified Security Specialty exam topics Explains AWS cybersecurity techniques and incident response Covers logging and monitoring using the Amazon cloud Examines infrastructure security Describes access management and data protection With a single study resource, you can learn how to enhance security through the automation, troubleshooting, and development integration capabilities available with cloud computing. You will

also discover services and tools to develop security plans that work in sync with cloud adoption. How to Use Business as a Force for Good House of Stratus Today many companies are employing a user-centered design (UCD) process, but for most companies, usability begins and ends with the usability test. Although usability testing is a critical part of an effective user-centered life cycle, it is only one component of the UCD process. This book is focused on the requirements

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gathering stage, which often receives less attention than usability testing, but is equally as important.

Understanding user requirements is critical to the development of a successful product.

Understanding Your Users is an easy to read, easy to implement, how-to guide on usability in the real world. It focuses on the "user requirements gathering" stage of product development and it provides a variety of techniques, many of which may be new to usability professionals. For

each technique, readers will learn how to prepare for and conduct the activity, as well as analyze and present the data—all in a practical and hands-on way. In addition, each method presented provides different information about the user and their requirements (e.g., functional requirements, information architecture, task flows). The techniques can be used together to form a complete picture of the users' requirements or they can be used separately to

address specific product questions. These techniques have helped product teams understand the value of user requirements gathering by providing insight into how users work and what they need to be successful at their tasks. Case studies from industry-leading companies demonstrate each method in action. In addition, readers are provided with the foundation to conduct any usability activity (e.g., getting buy-in from management, legal and ethical considerations,

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setting up your facilities, recruiting, moderating activities) and to ensure the incorporation of the results into their products. · Covers all of the significant requirements gathering methods in a readable, practical way

- Presents the foundation readers need to prepare for any requirements gathering activity and ensure that the results are incorporated into their products
- Includes invaluable worksheet and template appendices
- Includes a case

study for each method from industry leaders

- Written by experienced authors who teach conference courses on this subject to usability professionals and new product designers alike

[Salesforce Data Architecture and Management](#)  
"O'Reilly Media, Inc."  
NOTE: The correct URL to access the Sybex interactive online test bank and study tools is [www.wiley.com/go/sybextestprep](http://www.wiley.com/go/sybextestprep). The book's back cover, Introduction, and last page in the book provided the wrong URL. We apologize for any confusion and inconvenience this may have caused you.

Comprehensive interactive exam preparation plus expert insight from the field

CompTIA Server+ Study Guide Exam SK0-004 is your ideal study companion for the SK0-004 exam. With 100% coverage of all exam objectives, this guide walks you through system hardware, software, storage, best practices, disaster recovery, and troubleshooting, with additional coverage of relevant topics including virtualization, big data, cloud storage, security, and scalability. Get an 'in the trenches' view of how server and data storage administration works in a real-world IT environment. From the basics through advanced topics, you'll learn how to deliver world-class solutions in today's evolving

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organizations by getting and study tools Gain a study tool for the under the hood of real-world perspective SY0-401 exam, technologies that of data storage launched in enable performance, technology CompTIA May2014. With in- resiliency, availability, Server+ Study Guide depth information recoverability, and Exam SK0-004 is your on security essentials simplicity. Gain access ticket to exam day andstandards, to the Sybex interactive confidence. practical examples, online learning Sales Management and insights drawn environment, which Packt Publishing Ltd from real- features electronic "Bibliography found worldexperience, flashcards, a searchable online at tonyrobins. this guide provides glossary, test bank, and com/masterthegame"- you with the bonus practice exams -Page [643]. information you to reinforce what you Salesforce B2C need to be a security have learned. Using Solution administrator, as and understanding in- Architect's well as the house storage devices Handbook Packt preparing you and the cloud has Publishing Ltd forthe Security+ become an urgent skill Your complete exam. This deluxe for any IT professional. guide to the edition of Sybex's This is your CompTIA Security+ CompTIA Security+ Study Guide features over one comprehensive, expert Exam(SY0-401) hundred additional driven study guide for Certification + Study Guide pages of material, taking the CompTIA Exam provides plus free software Server+ exam SK0-004 a comprehensive Study 100% of exam objectives and more Utilize bonus practice exams Understand storage design, implementation, and administration

Utilize bonus practice exams

Utilize bonus practice exams

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and bonus videos that help explain complex topics. The companion DVD also includes a robust set of learning tools, featuring Sybex's proprietary test engine with chapter review questions, a pre-assessment test, hundreds of practice questions, and over one hundred electronic flashcards. The CompTIA Security+ exam is considered the "starting point" for security professionals looking to get a leg up on the competition.

This ninety-minute exam contains up to one hundred questions, so candidates must be secure enough in the material to answer quickly with confidence. This study guide helps you master the material: Review network, compliance, and operational security. Understand data, application, and host security. Master the complexities of cryptography. Get up to speed on threats, vulnerabilities, access control, and identity management. Practice makes perfect, and this

guide provides hundreds of opportunities to get it right. Work through from beginning to end, or just focus on your weak areas — either way, you'll be getting clear, concise, complete information on key exam topics. For the SY0-401 candidate who wants to ace the exam, **CompTIA Security + Deluxe Study Guide** provides the information, tools, and practice needed to succeed. [Ordinary People, Extraordinary Products](#) Apress. The Centaur centres on Terence O' Malley, a

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journalist of mystical temperament who is at odds with the pace and materialism of the modern world, and instead countenances a sense of kinship with the universe. This mystical novel weaves a fascinating tale while, at the same time, making a passionate plea for a lifestyle that is closer to nature.

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Join a Growing movement: Learn how you can join a fast-growing global movement to redefine success in business—led by well-known icons like Patagonia and Ben & Jerry's as well as disruptive upstarts like Warby Parker and

Etsy—recently covered by the New York Times, the Economist, the Wall Street Journal, Entrepreneur, and Inc. Build a better business: Drawing on best practices from 100+ B Corps, this book shows that using business as a force for good can help distinguish your company in a crowded market, attract and retain the best employees, and increase customer trust, loyalty, and evangelism for your brand. More than 1,000 companies from 80 industries and 30 countries are leading a global movement to redefine success in business. They're called B

Corporations—B Corps for short—and these businesses create high-quality jobs, help build stronger communities, and restore the environment, all while generating solid financial returns. Author and B Corp owner Ryan Honeyman worked closely with over 100 B Corp CEOs and senior executives to share their tips, advice, and best-practice ideas for how to build a better business and how to meet the rigorous standards for—and enjoy the benefits of—B Corp certification. This book makes the business case for improving your

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social and environmental performance and offers a step-by-step “ quick start guide ” on how your company can join an innovative and rapidly expanding community of businesses that want to make money and make a difference. Global Innovation Index 2020 John Wiley & Sons Longlisted for the National Book Award New York Times Bestseller A former Wall Street quant sounds an alarm on the mathematical models that pervade modern life -- and threaten to rip apart our social fabric We live in the age of the algorithm. Increasingly, the decisions that affect

our lives--where we go to school, whether we get a car loan, how much we pay for health insurance--are being made not by humans, but by mathematical models. In theory, this should lead to greater fairness: Everyone is judged according to the same rules, and bias is eliminated. But as Cathy O'Neil reveals in this urgent and necessary book, the opposite is true. The models being used today are opaque, unregulated, and uncontestable, even when they're wrong. Most troubling, they reinforce discrimination: If a poor student can't get a loan because a lending model deems him too risky (by virtue of his zip code), he's then cut off from the kind of education that could pull him out of poverty, and a vicious spiral ensues. Models are propping up the lucky and punishing the downtrodden, creating a "toxic cocktail for democracy." Welcome to the dark side of Big Data. Tracing the arc of a person's life, O'Neil exposes the black box models that shape our future, both as individuals and as a society. These "weapons of math destruction" score teachers and students, sort r sum s, grant (or deny) loans, evaluate workers, target voters, set parole, and monitor our health. O'Neil calls on modelers to take more responsibility for their algorithms and on policy makers to regulate their use. But in the end, it's up to us to become more savvy about the models that govern our lives. This

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important book empowers us to ask the tough questions, uncover the truth, and demand change. -- Longlist for National Book Award (Non-Fiction) -- Goodreads, semi-finalist for the 2016 Goodreads Choice Awards (Science and Technology) -- Kirkus, Best Books of 2016 -- New York Times, 100 Notable Books of 2016 (Non-Fiction) -- The Guardian, Best Books of 2016 -- WBUR's "On Point," Best Books of 2016: Staff Picks -- Boston Globe, Best Books of 2016, Non-Fiction  
Who Will Finance Innovation? Elsevier 100% success guaranteed! If you have gone through our BUILDING APPLICATIONS WITH

SALESFORCE (DEV-401) questions. These are real DEV-401 test questions and comes with verified DEV-401 answers. You don't need to spend a lot of money for the BUILDING APPLICATIONS WITH SALESFORCE (DEV-401) exam prep. You also don't have to purchase BUILDING APPLICATIONS WITH SALESFORCE (DEV-401) exam books or expensive study guides to pass the exam. KHIDKHAD's BUILDING APPLICATIONS WITH SALESFORCE (DEV-401)

preparation dumps includes everything you need, and it will help you in the best way possible. You can prepare from the real DEV-401 questions answers included in the preparation of exam. Moreover, you can save a lot of money and time. CompTIA Security+ Deluxe Study Guide John Wiley & Sons Join over 250,000 IT professionals who've earned Security+ certification If you're an IT professional hoping to progress in your career, then you know that the CompTIA Security+ exam is one of the most valuable certifications available. Since its introduction in



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2002, over a quarter million professionals have achieved Security+ certification, itself a springboard to prestigious certifications like the CASP, CISSP, and CISA. The CompTIA Security+ Study Guide: SY0-401 covers 100% of the Security+ exam objectives, with clear and concise information on crucial security topics. Yo. Specialty (MLS-C01) Exam John Wiley & Sons Learn how to successfully administer, build, and manage Salesforce CRM and Salesforce

mobile solutions using real-world and best practice techniques About This Book See the latest best practice Salesforce administration principles, gain real-world advice, and understand critical design considerations to set up and customize Salesforce CRM This is a pragmatic guide to the key functions of customizing and setting up the application for enterprise security, user and data management, process automation, analytics, and

mobile features Step-by-step navigation and descriptions of the features of Salesforce CRM platform and clear guidance on the customization and administration of the application Identify what is covered to create your own improved study guide for the certified administrator examination Who This Book Is For This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management.

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Whether you are a new administrator or a more experienced professional, this book will enhance your knowledge and understanding of the features of Salesforce CRM. What You Will Learn Manage and administer user records and password policies Configure and control the various organization-wide user interface features in Salesforce CRM Set up and maintain users, profiles, and permission sets and administer appropriate security and login access mechanisms Apply

organization security Understand the capabilities of the Salesforce CRM sharing model Create, delete, and customize fields, page layout, and list views for custom and standard objects Find out how Apex and Visualforce coding can be used in Salesforce CRM Implement the mechanisms for data management Discover the tools to import, update, transfer, and mass delete data In Detail Salesforce CRM's Winter '17 release offers a host of new features for CRM designed to

transform your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily acquire deep knowledge of the platform. The book begins by guiding you through setting up users and the security settings and then progresses to configuration, data management, and data analytics. We swiftly move on to the setting up of organization wide features that affect the look and feel of the application. Process automation and approval

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mechanisms are covered next, along with the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book details Salesforce CRM system administration in a practical way and is an invaluable reference for both new administrators and experienced professionals. At the end of the book, techniques to further enhance the system and improve the return on investment Salesforce mobile apps and mobile administration are covered, along with Salesforce Adoption Administrator. Every chapter is complete with a section containing example questions of the type that you might encounter in the certification examination. Style and approach This book takes a straightforward, no-nonsense approach to working with the Salesforce CRM platform. Filled with examples and use cases, the book presents the facts along with seasoned advice and real-world examples to ensure you have all the resources you need to become a more informed Salesforce Administrator. Exam 350-401  
Apress  
Nick Case is one tough private investigator. He ' s big, he ' s black, and he ' s bad news if you cross him. He ' s a man ' s man but the ladies seem to love him...and we do mean love him. Nick is an excellent chef and a collector of guns and other dangerous weapons. He is no man to fool with. Nick loves country music and will defend his preference with vigor. He doesn ' t consider rap to even be music. Nick has to use all his resources on this case that threatened to swallow him. One

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of his best resources is his long time friend Tony DeAngelo who remained with the police department after Nick left. Yes, the story has interracial sex. It has a lot of sex and should not be missed by mystery lovers and lovers of hot sweaty black on white sex. " Case on the case " starts slow but hang on and get ready, because when it heats up it gets sizzling hot. You might need something to cool you down before you get to the end!

Salesforce CRM  
Berrett-Koehler  
Publishers  
Building Applications  
with Salesforce  
(dev-401) Updated  
Exam Questions

Exam SY0-601  
Cisco Press  
The experienced  
programmer's  
complete guide to  
.NET Web  
development.  
Covers the entire  
process of .NET  
Web development!  
Includes extensive  
coverage of Web  
Forms, Web  
Services, SOAP  
and XML Contains  
a concise review  
tutorial on "classic"  
Web programming  
--perfect for  
developers  
migrating from  
traditional or  
client/server  
environments  
Want the most  
efficient way to  
successfully get up  
to speed on

Microsoft's .NET  
developer platform?  
Using rich code  
examples,  
"Fundamentals of  
Web Applications  
Using .NET and  
XML" provides  
thorough coverage  
of the entire process  
of building Web  
applications using  
.NET. For  
programmers  
migrating from  
traditional or  
client/server  
environments, the  
authors offer a  
concise review  
tutorial of  
traditional Web  
programming then  
demonstrates the  
value .NET adds for  
those building  
advanced Web  
application and

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services. With its systematic, step-by-step style, industry leading insight, and technical expertise, this book showcases .NET to developers in a way that is easy to read and hard to live without. Thorough coverage of the .NET framework and architecture  
Straightforward migration path from current technologies to ASP.NET, ADO.NET and VB.NET  
Expert explanation of the role of XML, SOAP and UDDI in .NET development  
Thorough treatment of new techniques such as

Object Remoting  
Includes information on interoperability with non-.NET systems