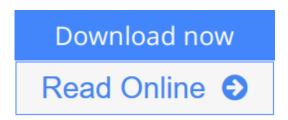


# Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities

By Teresa Hennig, Truitt L. Bradly, Larry Linson, Leigh Purvis, Brent Spaulding



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Database models developed by a team of leading Microsoft Access MVPs that provide ready-to-use solutions for sales, marketing, customer management and other key business activities for most small businesses.

As the most popular relational database in the world, Microsoft Access is widely used by small business owners. This book responds to the growing need for resources that help business managers and end users design and build effective Access database solutions for specific business functions.

#### **Coverage includes:**

- Elements of a Microsoft Access Database
- Relational Data Model
- Dealing with Customers and Customer Data
- Customer Relationship Management Database Solutions
- Marketing Database Solutions
- Sales Database Solutions
- Producing and Tracking the Goods & Services
- Production and Manufacturing Database Solutions
- Inventory Management Database Solutions
- Services Database Solutions
- Tracking and Analyzing Financial Data 1
- Accounting Systems: Requirements and Design Database Solutions
- Accounting: Budgeting, Analysis, and Reporting Database Solutions
- Managing Memberships
- Implementing the Models
- SQL Server and Other External Data Sources
- With this valuable guide and CD-ROM, you'll be on your way to implementing

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#### **Editorial Review**

From the Back Cover

Take control with database models designed exclusively for your business

Every small-business owner knows how important effective databases are to successful sales, marketing, and customer management strategies. Effective is the key word, and Microsoft Access enables you to create solutions tailored to meet your specific needs. In this book, a team of Microsoft Access MVPs shows you how to design databases that support your efforts for marketing, sales, inventory management, quality control, budgeting, financial tracking and analysis, customer relations, and many other activities.

- Learn interview techniques that will help you determine the database requirements and tailor your database model to specific business scenarios
- Build simple to complex models for tracking sales, services, and customer relations
- Construct databases for budgeting, financial analysis, production and manufacturing, and customer contacts
- Track inventory, vendors, and manufacturing services
- Design models and simple solutions to manage memberships, events, and sponsors, both profit and not-forprofit
- Adapt the table structure for SQL Server® and other external data sources
- Get the single most comprehensive set of database models and guides available a total of 76 files on the CD-ROM

Save hundreds of hours of development time!

**CD-ROM** contains

- 31 database models, covering each business area discussed
- A printable, detailed file guide to help you locate files and tools
- A Bonus Resource database, with reference tables and valuable tools for creating and managing databases

All files work with Access 2000 through 2010. See the CD Appendix for complete system requirements.

About the Author

About the Authors, Microsoft Access MVPs

Teresa Hennig is the author of the highly regarded Access Programmer's Reference titles from Wrox Press.

Truitt Bradly has developed numerous insurance and health care database applications using Access and SQL Server.

Larry Linson is a software developer and project manager focused on Access database application development.

Leigh Purvis operates Database Development and works with Access either natively or in conjunction with

SQL Server.Brent Spaulding has designed database systems for a variety of business areas using SQL Server and Access.

#### **Users Review**

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#### Ira Gonzalez:

The book Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities give you a sense of feeling enjoy for your spare time. You need to use to make your capable far more increase. Book can to get your best friend when you getting tension or having big problem with your subject. If you can make examining a book Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities to get your habit, you can get far more advantages, like add your own capable, increase your knowledge about several or all subjects. You can know everything if you like available and read a guide Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities. Kinds of book are a lot of. It means that, science publication or encyclopedia or some others. So, how do you think about this guide?

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### **Margaret Hall:**

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