



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

Download now

Read Online 

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

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

database solutions in no time

 [Download Microsoft Access Small Business Solutions: State-o ...pdf](#)

 [Read Online Microsoft Access Small Business Solutions: State ...pdf](#)

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

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

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 database solutions in no time

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 **Bibliography**

- Sales Rank: #1956209 in Books
- Published on: 2010-03-08

- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.70" w x 7.40" l, 2.55 pounds
- Binding: Paperback
- 792 pages

 [Download Microsoft Access Small Business Solutions: State-o ...pdf](#)

 [Read Online Microsoft Access Small Business Solutions: State ...pdf](#)

Download and Read Free Online 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

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-for-profit
- 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

From reader reviews:

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?

George Kirby:

People live in this new day of lifestyle always make an effort to and must have the extra time or they will get large amount of stress from both everyday life and work. So , when we ask do people have time, we will say absolutely yes. People is human not only a robot. Then we consult again, what kind of activity have you got when the spare time coming to you of course your answer will certainly unlimited right. Then do you ever try this one, reading ebooks. It can be your alternative throughout spending your spare time, the actual book you have read is actually Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities.

Margaret Hall:

This Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities is brand-new way for you who has curiosity to look for some information given it relief your hunger of information. Getting deeper you onto it getting knowledge more you know otherwise you who still having bit of digest in reading this Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities can be the light food to suit your needs because the information inside this specific book is easy to get by anyone. These books create itself in the form which is reachable by anyone, that's why I mean in the e-book contact form. People who think that in book form make them feel tired even dizzy this reserve is the answer. So there is not any in reading a book especially this one. You can find what you are looking for. It should be here for anyone. So , don't miss this! Just read this e-book type for your better life as well as knowledge.

Shelly Reder:

As we know that book is significant thing to add our understanding for everything. By a publication we can know everything we want. A book is a set of written, printed, illustrated or maybe blank sheet. Every year has been exactly added. This book Microsoft Access Small Business Solutions: State-of-the-Art Database Models for Sales, Marketing, Customer Management, and More Key Business Activities was filled regarding science. Spend your spare time to add your knowledge about your technology competence. Some people has distinct feel when they reading a book. If you know how big selling point of a book, you can experience enjoy to read a guide. In the modern era like currently, many ways to get book that you wanted.

Download and Read Online 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 #OEDA1JMH78L

Read 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 for online ebook

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 Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read 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 books to read online.

Online 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 ebook PDF download

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 Doc

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 Mobipocket

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 EPub

OEDA1JMH78L: 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