

## Diving Into iPhone and iPad Programming

Published on 08/31/10

Apress's latest book "Objective-C for Absolute Beginners: iPhone and Mac Programming Made Easy," is written for those who have never programmed before. Author Gary Bennett shares his formula for success in four tips for brand-new programmers. For a new programmer, developing effective habits when starting out will reap tangible rewards. One of the most satisfying accomplishments for the first-time iPhone/iPad programmer is seeing his or her very own app in the iTunes App Store.

New York, NY - iPhone and iPad programming can be humbling for even the most experienced developer. For a new programmer, developing effective habits when starting out will reap tangible rewards. One of the most satisfying accomplishments for the first-time iPhone/iPad programmer is seeing his or her very own app in the iTunes App Store. However, there's a price! And that price is the time spent coding.

Gary Bennett, author of Apress's latest book "Objective-C for Absolute Beginners: iPhone and Mac Programming Made Easy," written for those who have never programmed before, shares his formula for success in four tips for brand-new programmers:

- 1) Learning to program is an interactive process. Code, code, and keep coding. The more you code, the better you'll get. Like learning to play an instrument, you have to practice.
- 2) Be patient with yourself. You are going to have to spend time coding. Your program doesn't care if you are having a bad day or how many times you ask it to perform a task. Your program will do whatever you tell it to do. Often, what you think you've told your program to do and what it actually does are two different things.
- 3) You will really learn when you debug your programs. Spending time walking through your code to find out why it is not working the way you want is a learning process that is unparalleled.
- 4) It is highly recommended that you have a second monitor connected to your computer. As you step through your code, it is very helpful to watch your output window and iPad simulator on dual, independent monitors. (Apple hardware makes this easy. Just plug your second monitor in to the display port of any Intel-based Mac, with the correct mini display port adapter, of course, and you're able to have two monitors working independently from one another.) It is not required to have dual monitors, you will just have to organize your open windows to fit on your screen if you don't.

About Objective-C for Absolute Beginners: iPhone and Mac Programming Made Easy: "Objective-C for Absolute Beginners: iPhone and Mac Programming Made Easy" teaches anyone who wants to learn to develop applications for the Mac or apps for the iPhone and iPad. No previous programming experience is necessary. Readers learn to think in programming terms, how to use Objective-C to build program logic, and how to write applications and apps. With over 50 collective years in software development and based on an approach pioneered at Carnegie Mellon University, the authors of Objective-C for Absolute Beginners have developed a remarkably effective approach to learning Objective-C.

Objective-C for Absolute Beginners: iPhone and Mac Programming Made Easy

By Gary Bennett, Mitch Fisher, Brad Lees

ISBN13: 978-1-4302-2832-5

ISBN10: 1-4302-2832-6

296 pages

Published August 31, 2010

Print Book Price: \$39.99

eBook Price: \$27.99

#### About the Authors:

Gary Bennett is president of xcelMe.com. xcelMe teaches iPhone/iPad programming courses online. Gary has taught hundreds of students how to develop iPhone/iPad apps, and has several very popular apps in the iTunes App Store. His students also have some of the best-selling apps in the App Store. Gary worked for 25 years in the technology and defense industries. He served 10 years in the U.S. Navy as a Nuclear Engineer aboard two nuclear submarines. After leaving the Navy, Gary worked for several companies as a software developer, CIO, and President. As CIO, he helped take VistaCare public in 2002. Gary coauthored "iPhone Cool Projects" for Apress.

Mitch Fisher is a software developer in the Phoenix, Arizona area. He was introduced to PCs back in the 1980s when 64K was a lot of memory and 1 Mhz was considered a fast computer. Over the last 25 years, Mitch has worked for several large and medium-sized companies in the roles of software developer and software architect. He has led several teams of developers on multi-million dollar projects. Mitch now divides his time between writing iOS applications and server-side UNIX technologies.

Brad Lees has more than 12 years' experience in application development and server management. He has specialized in creating and initiating software programs in real-estate development systems and financial institutions. His career has been highlighted by his positions as information systems manager at The Lyle Anderson Company; product development manager for Smarsh; vice president of application development for iNation; and IT manager at The Orcutt/Winslow Partnership, the largest architectural firm in Arizona.

To obtain more information, request press copies, or arrange an interview with Apress authors, please contact Lisa Lau at Apress or 212-460-0209.

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