

Pragmatic Bookshelf releases beta of Beginning Mac Programming book

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Beginning Mac Programming is aimed at beginning developers without prior programming experience. It takes them through concrete, working examples, giving them the core concepts and principles of development in context so they will be ready to build the applications they've been imagining. It introduces them to Objective-C and the Cocoa framework in clear, easy-to-understand lessons, and demonstrates how they can use them together to write for the Mac, as well as the iPhone and iPod.

University Heights, Ohio - Pragmatic Bookshelf releases "Beginning Mac Programming: Develop with Objective-C and Cocoa", now available as Beta Book (PDF, mobi and epub formats, \$22.00) with the final print book to follow next year.

With the exploding interest in the iPhone and Mac OS X platform, Pragmatic Bookshelf has released a number of successful books for programmers on the iPhone SDK, Core Data and Core Animation frameworks, Cocoa Programming, and more. But these books are targeted at experienced programmers looking to move to the Mac. People keep asking us, "what about a book for beginners?" Something like our very popular "Learn to Program" (for Ruby), but for the Mac and iPhone.

"Beginning Mac Programming" is that book. It is the practical and straightforward introduction to the basics readers need to create innovative applications that people will seek out, discuss, and rely on.

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Readers will explore crucial developer tools like Xcode and Interface Builder, and learn the principles of object-oriented programming, and how memory, data, and storage work to help them build their software. This book is for anyone who has ever wanted to develop software for the Mac.

And they can start today. Pragmatic Bookshelf's innovative Beta Book program gets material from the author to the reader as quickly as possible - and readers get a chance to have their voice heard as well. The authors use reader comments and suggestions to improve the book throughout the beta process.

Beginning Mac Programming:
<http://pragprog.com/titles/tibmac>

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