

## Tackling the iPhone Development Learning Curve

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New York based Apress today released More iPhone 3 Development: Tackling iPhone SDK 3, their latest book digging deeper into Apple's SDK. Authors Dave Mark and Jeff LaMarche cover topics like Core Data, peer-to-peer networking using GameKit and network streams, working with data from the web, MapKit, in-application e-mail, concurrent programming, and debugging applications.

New York, NY - The iPhone is an ever-expanding frontier. Since the first release of the iPhone Software Development Kit (SDK) in March 2008, Apple has actively improved it and added new functionality. Apress has just released "More iPhone 3 Development: Tackling iPhone SDK 3," their latest book digging deeper into Apple's SDK. Authors Dave Mark and Jeff LaMarche cover topics like Core Data, peer-to-peer networking using GameKit and network streams, working with data from the web, MapKit, in-application e-mail, concurrent programming, and debugging applications.

If you are looking to keep building your skills as an iPhone Developer, understanding Core Data is a great place to start. Here is a brief introduction to Core Data straight from "More iPhone 3 Development: Tackling iPhone SDK 3":

### Core Data 101

Core Data is Apple's framework and set of tools for persisting your application's data to the iPhone's file system automatically. Using Core Data helps you develop your apps more quickly and get better performance than with traditional persistence mechanisms. Core Data can seem like magic when you first start using it. Objects are simply dealt with as objects, and they seem to know how to save themselves into the database or file system. You won't create SQL strings or make file management calls - ever. Core Data insulates you from some complex and difficult programming tasks, which is great for you. By using Core Data, you can develop applications with complex data models much, much faster than you could using straight SQLite, object archiving, or flat files.

Like most complex technologies, Core Data has its own terminology that can be a bit intimidating to newcomers. Here is a breakdown of Core Data's five key concepts:

- 1) Persistent store
- 2) Data model
- 3) Persistent store coordinator
- 4) Managed object and managed object context
- 5) Fetch request

### About "More iPhone 3 Development: Tackling iPhone SDK 3"

If you are looking to write a professional iPhone app, you want to get your arms around Core Data, and there's no better place to start than with Apress's "More iPhone 3 Development: Tackling iPhone SDK 3." Bestselling authors Dave Mark and Jeff LaMarche carefully step through each of the Core Data concepts and show you techniques and tips specifically for writing larger applications - offering a breadth of coverage you won't find anywhere else.

The Core Data coverage alone is worth the price of admission, but there's much more. This book covers a variety of networking mechanisms, from GameKit's relatively simple Bluetooth peer-to-peer model, to the addition of Bonjour discovery and network streams, through the complexity of accessing files via the web. Dave and Jeff will take you through coverage of

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concurrent programming and some advanced techniques for debugging your applications. All the concepts and APIs are clearly presented with code snippets you can customize and use in your own apps.

### More iPhone 3 Development: Tackling iPhone SDK 3

By Dave Mark, Jeff LaMarche

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#### About the Authors

Dave Mark is a long-time Mac developer and author and has written a number of books on Macintosh development, including "Learn C on the Macintosh," "The Macintosh Programming Primer" series, and "Ultimate Mac Programming."

Jeff LaMarche is a long-time Mac developer and Apple iPhone developer. He has over 20 years of programming experience and has written on Cocoa and Objective-C for "MacTech" magazine, as well as articles for Apple's Developer Technical Services website. He has experience working in Enterprise software, both as a developer for PeopleSoft starting in the late 1990s, and later as an independent consultant.

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