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# iPhone App Development

**the missing manual**

The book that should have been in the box



O'REILLY

Craig Hockenberry

# App Development The Missing Manual

**Nadia Russ**



## **App Development The Missing Manual:**

iPhone App Development Craig Hockenberry, 2010 Anyone with programming experience can learn how to write an iPhone app But if you want to build a great app there s a lot more to it than simple coding you also need to know how design and market your creation This easy to follow guide walks you through the entire process from sketching out your idea to promoting the finished product Get to know the tools for developing your iPhone app Design a great app before you start coding Build a complex app with Xcode and Interface Builder Decide how to brand your app then beta test that brand in the real world Learn the inside scoop on how to get your app into the App Store Promote your product track sales and build a strong customer following

**iMovie '11 & iDVD: The Missing Manual** David Pogue, Aaron Miller, 2011-03-16 Apple s video editing program is better than ever but it still doesn t have a printed guide to help you get started That s where this gorgeous full color book comes in You get clear explanations of iMovie s impressive new features like instant rendering storyboarding and one step special effects Experts David Pogue and Aaron Miller also give you a complete course in film editing and DVD design Edit video like the pros Import raw footage add transitions and use iMovie s newly restored intuitive timeline editor Create stunning trailers Design Hollywood style Coming Attractions previews for your movies Share your film Distribute your movie in a variety of places on smartphones Apple TV your own site and with one click exports to YouTube Facebook Vimeo CNN iReport and MobileMe Make DVDs Design the menus titles and layout for your DVDs and burn them to disc This book covers version 9 of Apple s iMovie software

**Going Live** Colin Wilkinson, 2012-07-15 Building a successful digital product requires working knowledge of the technology involved and familiarity with the competition With new tools appearing regularly making the job of constructing apps and websites easier it s possible to dive in with little experience and come out with a hit product An overview is given of how to design develop and launch digital products including mobile apps games websites and blogs Understanding the steps needed to create the product as well as the tools and techniques used during production will help readers move forward with confidence The author an expert game developer reviews key code languages technologies and development approaches using simple explanations and instructions to get the reader going The book also covers options for monetizing a digital product such as setting up online payment systems or supporting the product with advertising

Building Web Apps for Google TV Andres Ferrate, Amanda Surya, Daniels Lee, Maile Ohye, Paul Carff, Shawn Shen, Steven Hines, 2011-06-16 By integrating the Web with traditional TV Google TV offers developers an important new channel for content But creating apps for Google TV requires learning some new skills in fact what you may already know about mobile or desktop web apps isn t entirely applicable Building Web Apps for Google TV will help you make the transition to Google TV as you learn the tools and techniques necessary to build sophisticated web apps for this platform This book shows you how Google TV works how it fits into the web ecosystem and what the opportunities are for delivering rich content to millions of households Discover the elements of a compelling TV web app and what comprises TV friendly

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