

## <<iPhone App开发实战手册>>

### 图书基本信息

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### 内容概要

任何具有编程经验的人都能学会编写iphone应用程序。  
但如果你想打造一个伟大的应用，就需要学习比简单编程更多的内容：还得学会如何设计和推销你的作品。

这本易学易用的指南将带领你走完从勾画创意到推销产品的整个过程。

- 掌握开发iphone应用所需的工具
- 在开始编写代码之前设计一个伟大的应用
- 使用xcode和interface builder创建一个复杂的应用
- 决定如何命名你的应用——然后投放beta测试
- 了解如何让应用进入app store的独家内幕
- 推广你的产品、追踪销售动态，并建立强大的客户服务体系

## 作者简介

作者：（美国）霍肯贝瑞（Craig Hockenberry）霍肯贝瑞（Craig Hockenberry），在过去的30多年里设计了多个获奖软件。

他目前是Iconfactory的负责人之一，该公司主要生产图标设计软件。

他们的工作还包括为微软、苹果、Adobe及其他业界领先的软件公司设计和制作图标。

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版权页：插图：Now for the second caveat: the beta release is Apple Confidential Information and is covered by a Non-Disclosure Agreement ( NDA ) . These big legal words mean that you can't talk about it in public. You can discuss the new SDK only on the Apple Developer Forums. You can connect with other developers who are doing the same thing you are: learning about a new release by asking questions and sharing discoveries. Apple engineers also contribute to the discussion. The NDA also means that you won't find any books or other media to help you understand the changes. The only information about the beta release comes from Apple itself and is posted on the iPhone Dev Center. Typically there's a "What's New" document, release notes, and a list of API differences. Read each of these documents fully: it's a great way to pass the time when you're waiting for several gigabytes of SDK to download !

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