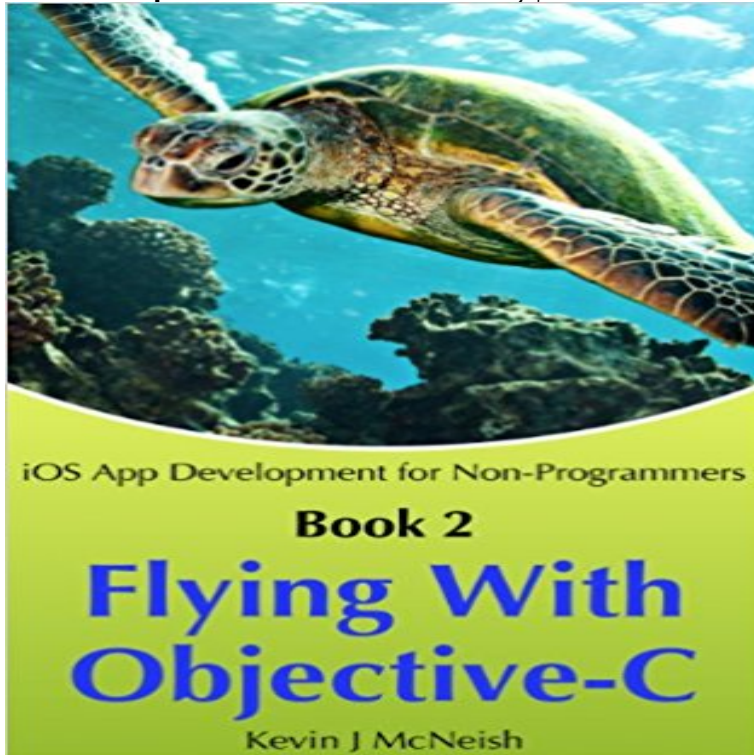


## Flying with Objective C: How to Write iPhone & iPad Apps (iOS App Development for Non-Programmers Book 2)



I have spent a small fortune on beginner programming books that have consistently left me scratching my head. I've often wondered if I just didn't have the ability to learn and grasp the subject. But, in this book I've found the answer; I can. - TL Pearce

Finally, a Book Series for Non-Programmers. This second book in the series from Kevin McNeish, winner of the Publishing Innovation Award, highly acclaimed iOS trainer and conference speaker, and award-winning App Developer, is specifically designed to teach non-programmers Objective-C; the language used to create Apps for the iPhone and iPad. Many books designed for the beginning Apple developer assume way too much. In contrast, this book series assumes you know nothing about programming.

Book 2: Flying with Objective-C builds on what you learned in Book 1: Diving Into iOS. In the first two chapters, the author helps you understand basic concepts, such as what is a class? and what is an object? You then learn how to pass messages to objects, and then create your own custom classes. As you go through the book, concepts become more advanced until you reach the final chapters on Advanced-Objective-C and Advanced Messaging. Each concept is accompanied by step-by-step instructions to build an App that shows the real-world use of Objective-C programming features. This is a tremendous aid in helping beginners grasp even more advanced concepts. The information in this book is applicable to the latest iOS technologies including iOS 7 and Xcode.

Includes Step-by-Step Instructional Videos! Each exercise in this book has a corresponding movie that demonstrates how to perform the exercise. After trying to solve the exercise on your own, just tap the movie to watch the exercise solved for you in high quality video and narrative! Not a Dumbed Down Series. Ultimately, readers will learn

everything that is taught in the regular written-for-programmer books. This series simply provides more background information and more thorough explanations for those who haven't had formal education or a career in software development. About the Author The author has spent much of his software career making difficult concepts easy to understand. He has taken his vast experience accumulated in teaching his highly acclaimed iPhone & iPad classes, workshops, and boot camps for non-programmers and presented it to you in this book series. He is also a featured writer and blogger for iPhone Life magazine. Learn to create Apps for the iPhone & iPad. Scroll up and click the Buy button now! Follow Kevin on Twitter: @kjmneish On his blog: <http://www.iphonelife.com/blogs/kevin-mcneish>

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