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The Objective-C programming language continues to grow in popularity and usage because of the power and

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ease-of-use of the language itself, along with the numerous features that continue to be added to the platform. If you have a basic knowledge of the language and want to further your expertise, Pro Objective-C is the book for you. Pro Objective-C provides an in-depth, comprehensive guide to the language, its runtime, and key API ' s. It explains the key concepts of Objective-C in a clear, easy to understand manner, and also provides detailed coverage of its more complex features. In addition, the book includes numerous practical examples--code excerpts and complete applications--that demonstrate how to apply in code what you ' re learning. The book begins with an exploration of Objective-C's basic features and key language elements. After reviewing the basics, it proceeds with an in-depth examination of the Objective-C dynamic programming features and runtime system. Next the book covers the Foundation Framework, the base layer of APIs that can be used for any Objective-C program. Finally, new and advanced features of Objective-C are introduced and shown how they make the Objective-C language even more powerful and expressive. Each topic is covered thoroughly and is packed with the details you need to develop Objective-C code effectively. The most important features are given in-depth treatment, and each chapter contains numerous examples that demonstrate both the power and the subtlety of Objective-C. Start reading Pro Objective-C and begin developing high-quality, professional apps on the OS X and iOS platforms using the Objective-C programming language!

Presents an introduction to Objective-C, covering such topics as classes and objects, data types, program



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Want to write iOS apps or desktop Mac applications? This introduction to programming and the Objective-C language is your first step on the journey from someone who uses apps to someone who writes them. Based on Big Nerd Ranch's popular Objective-C Bootcamp, *Objective-C Programming: The Big Nerd Ranch Guide* covers C, Objective-C, and the common programming idioms that enable developers to make the most of Apple technologies. Compatible with Xcode 5, iOS 7, and OS X Mavericks (10.9), this guide features short chapters and an engaging style to keep you motivated and moving forward. At the same time, it encourages you to think critically as a programmer. Here are some of the topics covered: Using Xcode, Apple's documentation, and other tools Programming basics: variables, loops, functions, etc. Objects, classes, methods, and messages Pointers, addresses, and memory management with ARC Properties and Key-Value Coding (KVC) Class extensions Categories Classes from the Foundation framework Blocks Delegation, target-action, and notification design patterns Key-Value Observing (KVO) Runtime basics

**THE #1 BESTSELLING BOOK ON OBJECTIVE-C 2.0**  
Programming in Objective-C 2.0 provides the new programmer a complete, step-by-step introduction to Objective-C, the primary language used to develop applications for the iPhone, iPad, and Mac OS X platforms. The book does not assume previous experience with either C or object-oriented programming languages, and it includes many detailed,

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practical examples of how to put Objective-C to use in your everyday iPhone/iPad or Mac OS X programming tasks. A powerful yet simple object-oriented programming language that ' s based on the C programming language, Objective-C is widely available not only on OS X and the iPhone/iPad platform but across many operating systems that support the gcc compiler, including Linux, Unix, and Windows systems. The second edition of this book thoroughly covers the latest version of the language, Objective-C 2.0. And it shows not only how to take advantage of the Foundation framework ' s rich built-in library of classes but also how to use the iPhone SDK to develop programs designed for the iPhone/iPad platform.

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It ' s time to capitalize on your mastery of Cocoa with Pro Objective-C Design Patterns for iOS. You ' ve developed apps that impressed and performed, and now

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you're ready to jump into development practices that will leave you with more effective, efficient, and professional level apps. This book is the element you need to make the jump from journeyman to master. All too often, developers grind through building good apps on willpower and a vigorous focus on code development, leaving them unaware of and unable to benefit from the underlying structural and functional design patterns. Pro Objective-C Design Patterns for iOS will teach you those design patterns that have always been present at some level in your code, but were never recognized, acknowledged, or fully utilized. Implementation of specific pattern approaches will prove their value to any developer working in the iOS application arena. You'll learn to master classic patterns like singleton, abstract factory, chain of responsibility, and observer. You'll also discover less well-known but useful patterns like memento, composite, command, and mediator.

Get up to speed on Cocoa and Objective-C, and start developing applications on the iOS and OS X platforms. If you don't have experience with Apple's developer tools, no problem! From object-oriented programming to storing app data in iCloud, the fourth edition of this book covers everything you need to build apps for the iPhone, iPad, and Mac. You'll learn how to work with the Xcode IDE, Objective-C's Foundation library, and other developer tools such as Event Kit framework and Core Animation. Along the way, you'll build example projects, including a simple Objective-C application, a custom view, a simple video player application, and an app that displays calendar events for the user. Learn the application lifecycle on OS X and iOS Work with the

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user-interface system in Cocoa and Cocoa Touch Use AV Foundation to display video and audio Build apps that let users create, edit, and work with documents Store data locally with the file system, or on the network with iCloud Display lists or collections of data with table views and collection views Interact with the outside world with Core Location and Core Motion Use blocks and operation queues for multiprocessing

“ Next time some kid shows up at my door asking for a code review, this is the book that I am going to throw at him. ” – Aaron Hillegass, founder of Big Nerd Ranch, Inc., and author of Cocoa Programming for Mac OS X Unlocking the Secrets of Cocoa and Its Object-Oriented Frameworks Mac and iPhone developers are often overwhelmed by the breadth and sophistication of the Cocoa frameworks. Although Cocoa is indeed huge, once you understand the object-oriented patterns it uses, you ’ ll find it remarkably elegant, consistent, and simple. Cocoa Design Patterns begins with the mother of all patterns: the Model-View-Controller (MVC) pattern, which is central to all Mac and iPhone development. Encouraged, and in some cases enforced by Apple ’ s tools, it ’ s important to have a firm grasp of MVC right from the start. The book ’ s midsection is a catalog of the essential design patterns you ’ ll encounter in Cocoa, including Fundamental patterns, such as enumerators, accessors, and two-stage creation Patterns that empower, such as singleton, delegates, and the responder chain Patterns that hide complexity, including bundles, class clusters, proxies and forwarding, and controllers And that ’ s not all of them! Cocoa Design Patterns painstakingly isolates 28 design patterns, accompanied with real-world examples

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and sample code you can apply to your applications today. The book wraps up with coverage of Core Data models, AppKit views, and a chapter on Bindings and Controllers. Cocoa Design Patterns clearly defines the problems each pattern solves with a foundation in Objective-C and the Cocoa frameworks and can be used by any Mac or iPhone developer.

Ready to build mobile apps that out-perform the rest? If you ' re an iOS developer with app-building experience, this practical guide provides tips and best practices to help you solve many common performance issues. You ' ll learn how to design and optimize iOS apps that deliver a smooth experience even when the network is poor and memory is low. Today ' s picky users want fast and responsive apps that don ' t hog resources. In this book, author Gaurav Vaish demonstrates methods for writing optimal code from an engineering perspective, using reusable Objective-C code that you can use right away. Up your game and create high-performance native iOS apps that truly stand out from the crowd. Measure key performance indicators—attributes that constitute and affect app performance Write efficient apps by minimizing memory and power consumption, and explore options for using available CPU cores Optimize your app ' s lifecycle and UI, as well as its networking, data sharing, and security features Learn about application testing, debugging and analysis tools, and monitoring your app in the wild Collect data from real users to analyze app usage, identify bottlenecks, and provide fixes Use iOS 9 upgrades to improve your app ' s performance

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