Building Applications for the Mac App Store

Wei-Meng Lee

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The Mac App Store? That's right -- Apple is opening an app emporium for Mac OS X-powered desktop and laptop computers, including the popular MacBook Air line. And this book will show you how to create and market fun and useful apps that customers can easily buy, download, and install on their Macs. You'll learn about the inner workings of this new App Store, and get up to speed on the basics of Apple development tools such as Xcode, Interface Builder, the Cocoa platform, and the Objective-C language.

If you're a beginning- to intermediate-level programmer familiar with object-oriented programming, you'll quickly learn how to turn your great idea into an app for full-sized Mac computer screens, and get solid advice to help it sell. Get in on one of Apple's next big things -- the Mac App Store.

- Create apps that take advantage of the Mac OS X environment
- Understand the process of selling apps at the Mac App Store
- Navigate Apple's intricate Human Interface Guidelines
- Be productive with Xcode and Interface Builder quickly
- Learn the basics of Objective-C
- Get valuable user feedback from beta testers
- Discover how to market your app once the App Store accepts it

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