Marcantonio Magnarapa, Research & Development on Mobile Platforms, Ogilvy Interactive:

"By the end of Chapter 1, Introduction to iPhone App Development, I've already seen a custom app run in the iPhone simulator—this is crucial, and very well done. I can see the app on my Mac—superb. A well-balanced treatment of the iPhone features and its ecosystem (App Store). I now have a good picture of what I'm about to embark on."

"The Tip Calculator app is great—it includes several basic but critical operations (converting between data types, displaying data and accepting input, formatting things and handling events)."

"The Twitter® Discount Airfares app is fun to use and, since this is a book targeted at people wanting to publish apps, is the basis for oh-so-many apps in the store that follow this model (get a feed, elaborate, show)."

Rik Watson, Senior Software Engineer, Lockheed Martin:

"Nice Xcode chapter. I liked the Welcome app without code to show the power of Xcode and Interface Builder."

"Chapter 4, Tip Calculator app, is easily the best introductory chapter on iPhone programming I've read. Rightly assumes that the reader is technically competent but not knowledgeable about iPhone programming."

"Favorite®Twitter Searches app nailed it again. Most books are barely out of "Hello World" territory at this point—but here we are writing genuinely useful apps."

"How the Flag Quiz Game application is implemented is riveting stuff. This really is turning into the definitive iPhone book."

"Chapter 10, Address Book app, is the best introduction to tables I've read."

"I've never used the mapping APIs so I read Chapter 11, Route Tracker app, twice—once before the Apple docs and once after. No need to read the Apple docs as this chapter presents a succinct, valuable intro, and another great app!"

"Chapter 15, Enhanced Address Book app, covers some complex APIs and features in a very lucid manner. Possibly one of the most important chapters as we are deep into SDK 3 features and dealing with things which existing iPhone coders are unlikely to have encountered before."

Zach Saul, Founder, Retronyms and co-creator of Recorder—one of the top 10 selling iPhone apps for 2008:

"Chapter 2, iPhone App Store and App Business Issues, provides a great overview of all the non-programming issues involved in selling iPhone apps. The detailed information on how to set up the DRM (certificates and profiles) is really helpful, and it will save even experienced developers a day or two that might otherwise be spent troubleshooting."

"A very easy introduction to using Interface Builder to lay out the interface of the Welcome app."

"The Flag Quiz Game app is quite fun!"

"I really like the animation examples in the Spot-On Game app. Showing how to do simple UIView animations is very important. I like that the examples are in-depth enough to require digging in to the underlying CALayer objects."

"The pacing is great. The Favorite Twitter® Searches app source code is very relevant, yet still easy to follow."

"I liked the Cannon Game app. So far throughout the book, I felt like the pace was just right. Each new chapter adds a few topics that build on the previous knowledge."

"The Painter app is very polished and well organized. I had fun painting pictures."

"The Route Tracker app really highlights the potential of the iPhone. The app’s implementation is simple and easy to understand, yet it provides a service that I’d actually use day-to-day! Overall, a great chapter and app."

"The Slideshow app is a good sample of how to use the photo and music library selection stuff."

"I like the coverage of NSCoder in the Enhanced Slideshow app. It’s very useful to be able to serialize an object."

"The Voice Recorder app is great—it gives you a chance to exercise the audio APIs in a fairly simple app. I like the scrolling viz view during recording. It’s a slightly non-traditional take on metering, and it’s fun!"

"I have no previous experience with Core Data or the Bluetooth connectivity functionality, but I feel like I could use both technologies in an app after reading Chapter 15, Enhanced Address Book app."

"The clear NSURLConnectionDelegate implementation in the Twitter® Discount Airfares app will be immensely helpful to new iPhone programmers. Asynchronous networking is a big part of iPhone real-world programming."