

# Web Development with the Mac



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出版者:

出版时间:2010-3

装帧:

isbn:9780470533994

The great Carl Sagan once said, “If you wish to make an apple pie from scratch, you must

first invent the universe.” It feels like that on the web too; before you can build a

website,

you have to learn a whole galaxy of technologies.

Back when the web was new, it was enough to learn a smattering of HTML. Not anymore: HTML

has evolved, and it's just a starting point. Nowadays, if you want to mount a credible website, it

needs to be beautiful, functional, and useful.

To achieve this, you need an understanding of techniques that cross traditional disciplinary

boundaries. For many companies, getting a professional website means hiring a high-priced

agency that's staffed with project managers, programmers, and designers.

Or does it? Can one person running his or her own agency do it all? Can he or she be the one

who understands the mechanics of web serving, the details of front-end web development, the

touchy-feely world of design, and the logic of application development?

My friend, I'm here to give you a most emphatic "yes."

作者介绍:

Aaron Vegh is the principal owner of Innovegthive Inc., a web development agency based near

Toronto, Canada. Although Innovegthive has been around for only the past three years, Aaron

has been exchanging websites for money since the late 1990s. During his earlier career, he

worked for a variety of companies, including investment banks, magazine publishers, and

multinational technology corporations.

An avowed autodidact, Aaron taught himself every skill in this book, turning away from his

English degree from McMaster University and his master's of publishing degree from Simon

Fraser University.

Today, Aaron is a regular presenter at his local Macintosh User Group and an ardent attendee

at local Mac developer events. He blogs at [aaron.vegh.ca](http://aaron.vegh.ca) and tweets prolifically at [twitter.com/aaronvegh](https://twitter.com/aaronvegh).

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评论

对于在Mac环境下的web开发面面俱到，对熟悉流程有帮助，具体的xhtml语言那些有些陈旧。

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