

# Decode Conquer Answers Management Interviews

User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product

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design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together

- Frame a vision of the problem you're solving and focus your team on the right outcomes
- Bring the designer's tool kit to the rest of your product team
- Break down the silos created by job titles and learn to trust your teammates
- Improve the quality and productivity of your teams, and focus on validated experiences as opposed

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to deliverables/documents Learn how Lean UX integrates with Agile UX

Written by bestselling author and salary negotiation expert, Lewis C. Lin, 71 Brilliant Salary Negotiation Email Samples reveals how you can get the salary you deserve with easy-to-use email samples and phone scripts. It covers important negotiation scenarios including: Raises Base salaries Bonuses Stock options Early review More vacation time Flexible hours Relocation assistance Tuition reimbursement Severance package Visa sponsorship Unlike other negotiation books, you will never be left guessing how to apply a negotiation theory or principle. The book tells how to phrase your

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negotiation request, including the exact words to use. With these email samples, you'll gain the peace of mind that your salary negotiation request will come across as professional and courteous, while getting the results you want. Special BONUSES include: The magical ONE MINUTE salary negotiation script Frequently asked questions about the negotiation process, including common mistakes and SECRET tactics Six bonus email and phone scripts for RECRUITERS and HIRING MANAGERS to close candidates

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company.

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Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, *The Product Book* answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

The essential guide to seamless product management for today's fluid, unpredictable business world Long

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considered the most useful and insightful guide of its kind, *The Product Manager's Handbook* has been fully revised and updated to give you the edge in today's challenging business landscape. It features expanded coverage of product development processes, intelligence-gathering techniques (including social media), and a greater emphasis on international issues. This indispensable resource proves that the techniques and tools product managers use are similar—regardless of what industry they work in and what kind of products they manage. Simply put, this book has everything you need for superior job performance—whether you manage consumer or business-to-business products created by

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an organization that is hierarchical or horizontal. The Product Manager's Handbook shows you how to integrate your organization's disparate segments into a cooperative, results-focused unit that produces satisfying products—from initial design through the postpurchase experience. If your job is to create and commercialize products, it provides the information you need to:

- Balance breakthroughs and line extensions
- Create business cases—including competitive assessment, market requirements, and risk reduction
- Conduct gate reviews and beta testing and manage scope creep
- Get everything in order for a smooth product launch

For those who manage existing lines, this guide provides:

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Specific tips for each of the 4Rs of product life-cycle management Brand guidelines Approaches to customer message management Advice on working with sales and the channel Clear, easy-to-read charts show you how to manage each crucial step from conception to completion, and practical checklists help you evaluate progress at every stage. Interviews with seasoned product management consultants and top-performing product managers provide you with dynamic, proven strategies for addressing potential problems in marketing, production, cross-cultural communication, and more. The Product Manager's Handbook examines current market-leading companies, the latest research findings, and



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evolving customer perceptions to provide you with the tools you need to design, produce, and market winning products—and beat the competition at every turn.

Interview Math

Cracking the Project Management Interview

Case in Point 10

Product Management in Practice

155 Real Interview Questions and Answers

Why Customer Behavior is the Key Metric for Business Success

Rise Above the Noise

A brand new book from Amazon.com best-selling author

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Lewis C. Lin *Be the Greatest Product Manager Ever* is the playbook on how you can move up the PM career ladder. This book is suitable for PMs of all levels from individual contributors to senior executives. Features the ESTEEM Method(TM), six proven skills to get the career you want *Be the Greatest Product Manager Ever* features Lewis C. Lin's brand-new career management framework: the ESTEEM Method(TM). The ESTEEM Method(TM) details, for the first time ever, the six core competencies you need to move up in your PM career: Execution Superior Communication Skills Tactical Awareness Extraordinary Mental Toughness Exceptional Team Builder Moonshot Vision Unlike other

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books, Lin explains not only why but also how. In other words, Lin will reveal his secret frameworks, tools, and wisdom to strengthen your ESTEEM(TM) competencies including: How to Start Every New Job How to Start Every New Job How to Figure Out What to Do How Stuff Gets Done: System 1 and 2 How to Sound Authoritative Like a Professor How to Establish Your Value How to Get Others to Do What You Want How to Play Office Politics The One Interview Question You Need to Ask Explain Why Your New Direct Reports Will Struggle How to SCAMPER Your Way to a Moonshot Vision Why the Best Visionaries Get into Technical Details If you've ever wondered what you

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need to do move up the PM career ladder, Lin provides the secret tools, frameworks, and wisdom to make it to the top from PM to CEO.

Interview Math provides over 50 practice problems and answers to help job seekers master quantitative interview questions including: Market Sizing Revenue Estimates Profitability Breakeven Pricing Customer Lifetime Value If you're interviewing at one of the highly sought after positions below, you'll need to master these interview math questions: Management Consulting: McKinsey, Bain, Boston Consulting Group, Deloitte General Management: Capital One, Taser Marketing: General Mills, Google,

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Hershey Software Engineering: Goldman Sachs, Microsoft Finance: American Airlines, Best Buy, JetBlue You'll learn interview math concept and principles - and then master those concepts with over 50 practice questions filled with detailed answers. After going through the book, candidates will feel knowledgeable, confident, relaxed and ready to tackle interview math questions.

Revised and Updated, Featuring a New Case Study How do successful companies create products people can't put down? Why do some products capture widespread attention while others flop? What makes us engage with certain products out of sheer habit? Is there a pattern underlying

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how technologies hook us? Nir Eyal answers these questions (and many more) by explaining the Hook Model—a four-step process embedded into the products of many successful companies to subtly encourage customer behavior. Through consecutive “hook cycles,” these products reach their ultimate goal of bringing users back again and again without depending on costly advertising or aggressive messaging. Hooked is based on Eyal’s years of research, consulting, and practical experience. He wrote the book he wished had been available to him as a start-up founder—not abstract theory, but a how-to guide for building better products. Hooked is written for product managers, designers,

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marketers, start-up founders, and anyone who seeks to understand how products influence our behavior. Eyal provides readers with:

- Practical insights to create user habits that stick.
- Actionable steps for building products people love.
- Fascinating examples from the iPhone to Twitter, Pinterest to the Bible App, and many other habit-forming products.

Case Interview Questions for Tech Companies provides 155 practice questions and answers to conquer case interviews for the following tech roles: Marketing Operations Finance Strategy Analytics Business Development Supplier or Vendor Management ...and Product Management --

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**QUESTIONS COVERED IN THE BOOK** Here are some of the questions covered in the book: **Marketing** Create a marketing campaign for Microsoft Office 365. Write a media statement to respond to Uber mischaracterizations voiced in a taxi leader's newspaper op-ed. **Operations** Describe how Apple's supply chain works. What challenges does Apple face on a day-to-day basis? What's the bottleneck for an Amazon Robot Picker? And what is the capacity of the assembly line, in units per hour? During the holiday season, Amazon customers shipped 200 orders per second. Amazon's data science team discovered that the average number of orders waiting to be shipped was 20,650. How



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long did the average Amazon order wait to be shipped?  
Finance What should Apple consider before implementing a shop-in-shop store inside Best Buy? If you projected a \$500M expense and the variance came in at \$1M, what are some of the explanations for why that is happening? Be prepared to give more than three scenarios. Business Development A car dealer partner wants to stop doing business with Uber. What should you do? How would you identify university faculty to source content for an online university? Strategy If you could open a Google store anywhere, where would it be and why? Give your analysis of several recent acquisitions that Google has made. Analytics

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What top metrics would you track for the Tinder online dating app? If 1,000 people opened the Uber app during one hour, how many cars do you need? Product Management Let's say we wanted to implement an Amazon Mayday-like feature in Gmail. How would that work? How would you any Microsoft product to a restaurant? AUTHOR BIO Lewis C. Lin, former Google and Microsoft executive, has trained thousands of candidates to get ready for tech interviews, using his proven interview techniques. Lewis' students have received offers from the most coveted firms including Google, Facebook, Uber, Amazon, Microsoft, IBM, Dell and HP. Lewis has a bachelor's in computer

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science from Stanford University and an MBA from Northwestern University's Kellogg School of Management. He's the author of several bestsellers including Interview Math, Rise Above the Noise as well as Decode and Conquer.

### HERE'S WHAT PEOPLE SAY ABOUT THE AUTHOR

"Got the Amazon offer, with an initial package that was \$100K more than what I currently make at [a top 5 tech company]. It's a dream job for the role of Principal Product Manager for a [special project]. - Q.K. "Just signed the offer for a Google product marketing manager role. Your tips helped me relax and concentrate, so the time went by quickly even though it was really a tough interview." - D.E. "I

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had my in-person interviews down at Facebook last week and got my offer letter the next day! You were definitely a huge help in preparing for the interviews." - L.S.

The Product Manager Interview, 4th Ed

The Product Manager Interview

How to Stand Out at the Marketing Interview

Complete Case Interview Preparation

Cracking the PM Career

Be the Greatest Product Manager Ever

Principles of Product Management

WANT A NON-CODING JOB AT A TECH  
COMPANY? Interested in product management,

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marketing, strategy, or business development? The tech industry is the place to be: nontechnical employees at tech companies outnumber their engineering counterparts almost 3 to 1 (Forbes, 2017). You might be worried that your lack of coding skills or tech industry knowledge will hold you back. But here's the secret: you don't need to learn how to code to break into the tech industry. Written by three former Microsoft PMs, *Swipe to Unlock* gives you a breakdown of the concepts you need to know to crush your interviews, like software development, big data, and internet security. We'll explain how

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Google's ad targeting algorithm works, but Google probably won't ask you how to explain it in a non-technical interview. But they might ask you how you could increase ad revenue from a particular market segment. And if you know how Google's ad platform works, you'll be in a far stronger position to come up with good growth strategies. We'll show you how Robinhood, an app that lets you trade stocks without commission, makes money by earning interest on the unspent money that users keep in their accounts. No one will ask you to explain this. But if someone asks you to come up with a new monetization

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strategy for Venmo (which lets you send and receive money without fees), you could pull out the Robinhood anecdote to propose that Venmo earn interest off the money sitting in users' accounts. We'll talk about some business cases like why Microsoft acquired LinkedIn. Microsoft interviewers probably won't ask you about the motive of the purchase, but they might ask you for ideas to improve Microsoft Outlook. From our case study, you'll learn how the Microsoft and LinkedIn ecosystems could work together, which can help you craft creative, impactful answers. You could propose that Outlook use

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LinkedIn's social graph to give salespeople insights about clients before meeting them. Or you could suggest linking Outlook's organizational tree to LinkedIn to let HR managers analyze their company's hierarchy and figure out what kind of talent they need to add. (We'll further explore both ideas in the book.) Either way, you're sure to impress. Learn the must know concepts of tech from authors who have received job offers for Facebook's Rotational Product Manager, Google's Associate Product Marketing Manager, and Microsoft's Program Manager to get a competitive edge at your



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interviews!

Bad pricing is a great way to destroy your company's value, revenue, and profits. With ten simple rules, this book shows you how to deliver both healthy profit margins and robust revenue growth while kicking the dreaded discounting habit. The authors destroy the conventional wisdom that you have to trade margins for revenues and show you how to fully exploit the value your company offers customers. This is a proven plan for increasing sales without sacrificing profits.

A good product roadmap is one of the most

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important and influential documents an organization can develop, publish, and continuously update. In fact, this one document can steer an entire organization when it comes to delivering on company strategy. This practical guide teaches you how to create an effective product roadmap, and demonstrates how to use the roadmap to align stakeholders and prioritize ideas and requests. With it, you'll learn to communicate how your products will make your customers and organization successful. Whether you're a product manager, product owner, business analyst, program manager, project

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manager, scrum master, lead developer, designer, development manager, entrepreneur, or business owner, this book will show you how to: Articulate an inspiring vision and goals for your product Prioritize ruthlessly and scientifically Protect against pursuing seemingly good ideas without evaluation and prioritization Ensure alignment with stakeholders Inspire loyalty and over-delivery from your team Get your sales team working with you instead of against you Bring a user and buyer-centric approach to planning and decision-making Anticipate opportunities and stay ahead of the game Publish a

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comprehensive roadmap without overcommitting  
Land that Dream Product Manager  
Job...TODAY Seeking a product management  
position? Get Decode and Conquer, the world's first  
book on preparing you for the product management  
(PM) interview. Author and professional interview  
coach, Lewis C. Lin provides you with an industry  
insider's perspective on how to conquer the most  
difficult PM interview questions. Decode and  
Conquer reveals: Frameworks for tackling product  
design and metrics questions, including the  
CIRCLES Method(tm), AARM Method(tm), and

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DIGS Method(tm) Biggest mistakes PM candidates make at the interview and how to avoid them Insider tips on just what interviewers are looking for and how to answer so they can't say NO to hiring you Sample answers for the most important PM interview questions Questions and answers covered in the book include: Design a new iPad app for Google Spreadsheet. Brainstorm as many algorithms as possible for recommending Twitter followers. You're the CEO of the Yellow Cab taxi service. How do you respond to Uber? You're part of the Google Search web spam team. How would you detect duplicate

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websites? The billboard industry is under monetized.  
How can Google create a new product or offering to  
address this? Get the Book that's Recommended by  
Executives from Google, Amazon, Microsoft, Oracle  
& VMWare...TODAY

Applying Lean Principles to Improve User  
Experience

Interview Questions and Answers

Product Roadmaps Relunched

167 Actual Questions and Answers

Product Management Simplified

Over 50 Problems and Solutions for Quant Case

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### Interview Questions

#### Are You Smart Enough to Work at Google?

This has been the go-to quick reference booklet for thousands of Bridge players since it was originally published. Slim and portable, it offers concise summaries of a wide variety of bids and coordinates with Grant's Bridge Basics books. A color-coded Bidding Ladder indicates the meaning of bids, and tabs grant quick access to any of the topics. This revision adds four pages, providing expanded information and

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a handy new scoring chart.

Cracking the Project Manager Interview is designed to help you land your ideal project management job. The book's unique two-part organization helps you through the job application process, the interviewing process, job training, and everything in between! In Part I you will learn the ins and outs of the interviewing process: how to get your application noticed, how to prepare for the interview, how to uncover hints in an interviewer's questions, and more. Part II is an



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extensive review of what you need to know in order to ensure success in your interview. This section includes an overview of fundamental of project management and techniques, providing a quick review for those about to go into an interview, and for those considering project management as a profession, it is a great resource to know what you will need to learn. The book provides practice interview questions and solutions, so readers can go into their interviews confidently. In addition to interview tips

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and tricks, readers will learn how to sell their value and determine if they fit within a specific organization. Project managers will be given an overview of the hiring process, a detailed walk-through of the various project manager careers available to them, and all the information necessary to identify and pursue their ideal career.

Product management has become a critical connective role for modern organizations, from small technology startups to global corporate enterprises. And yet the day-to-

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day work of product management remains largely misunderstood. In theory, product management is about building products that people love. The real-world practice of product management is often about difficult conversations, practical compromises, and hard-won incremental gains. In this book, author Matt LeMay focuses on the CORE connective skills—communication, organization, research, execution—that can build a successful product management practice across industries, organizations, teams,

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and toolsets. For current and would-be product managers, this book explores: Real-world tactics for facilitating collaboration and communication How to talk to users and work with executives The importance of setting clear and actionable goals Using roadmaps to connect and align your team A values-first approach to implementing Agile practices Stories that convey realities of product management in the field Common behavioral traps that turn good product managers bad Now in the 5th edition, Cracking the

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Coding Interview gives you the interview preparation you need to get the top software developer jobs. This book provides: 150 Programming Interview Questions and Solutions: From binary trees to binary search, this list of 150 questions includes the most common and most useful questions in data structures, algorithms, and knowledge based questions. 5 Algorithm Approaches: Stop being blind-sided by tough algorithm questions, and learn these five approaches to tackle the trickiest problems. Behind the Scenes of

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the interview processes at Google, Amazon, Microsoft, Facebook, Yahoo, and Apple: Learn what really goes on during your interview day and how decisions get made. Ten Mistakes Candidates Make -- And How to Avoid Them: Don't lose your dream job by making these common mistakes. Learn what many candidates do wrong, and how to avoid these issues. Steps to Prepare for Behavioral and Technical Questions: Stop meandering through an endless set of questions, while missing some of the most important preparation techniques. Follow

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these steps to more thoroughly prepare in less time.

PM Interview Workbook

Bridge at a Glance

Cracking the Coding Interview

How to Land a PM Job and Launch Your Product Career

Pricing with Confidence

A Real-World Guide to the Key Connective Role of the 21st Century

How to Solve Problems Like a PM, Ace Your Interviews, and Get Your Next Job in Product Management

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*The intent of this book is to prepare someone for a successful interview and securing a project management job. Additionally, there is a section for aspiring PM's that want to build a career in the project management area. This is one ambiguous piece of this world and some light is thrown in this section for those questions. This book is not a comprehensive guide for either doing a PMP/CAPM or any such certification. What you need to know about the author. The author of the book is PMP and Scrum Certified Program Manager that has been in the IT field for about 17 years. She has driven several cross functional, large, complex projects to completion*



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*successfully. You can know more from her blog [www.careerbuggy.com](http://www.careerbuggy.com). What will this book do for you? This book is written with a pure and sole intention of helping the project managers crack the interview successfully. Being a PM is one thing and being successful in every interview is another. As any software professional, one can prove their skills only if they can get past the hump of an interview. This book is written for each and everyone that are looking for a strong knowledge base for a common, yet unique set of hard Project Manager interview questions. What differentiates this book from others in the same subject. This book is*

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*written as a guide and guidance to aspiring or experienced Project Managers and is a short, concise, straight forward practical advice with clear examples for each question. With short and clear practical examples, this book is unique in the subject area.*

*NOTE: This is the OLDER 1st edition. The NEWER 2nd edition, re-titled as PM Interview Questions, is available here: <http://amzn.to/2crlN1l> ----- Over 160 Real PM Interview Workbook from Top Tech Companies The world's expert in product management interviews, Lewis C. Lin, gives readers over 160 practice questions to gain product management (PM) proficiency and master the PM*

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*interview. The PM Interview Workbook is a resource you don't want to miss. It contains over 160 actual questions from top tech companies including: Google Facebook Amazon Uber Dropbox Microsoft Fully Solved Solutions The book contains fully solved solutions so readers can learn, improve and do their best at the PM interview. Here are some questions and sample answers you'll find in the book: Product Design How would you design an ATM for elderly people? Should Google build a Comcast-like TV cable service? Instagram currently supports 3 to 15 second videos. We're considering supporting videos of unlimited length. How would you modify the UX to*

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*accommodate this? Pricing How would you go about pricing UberX or any other new Uber product? Let's say Google created a teleporting device: which market segments would you go after? How would you price it? Metrics Imagine you are the Amazon Web Services (AWS) PM in Sydney. What are the top three metrics you'd look at? Facebook users have declined 20 percent week over week. Diagnose the problem. How would you fix the issue? The Perfect Complement to Cracking the PM Interview or Decode and Conquer Many of you enjoyed reading about the PM interview frameworks revealed in Cracking the PM Interview as well as Decode and*

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*Conquer, including the CIRCLES(tm), AARM(tm) and DIGS(tm) Methods. The PM Interview Workbook is the perfect complement to both books. With over 160 practice questions, you'll see what the best PM interview responses look and feel like.*

*NOTE: This is the NEWER 3rd edition for the book formerly titled PM Interview Questions. -- 164 Actual PM Interview Questions From the creator of the CIRCLES Method(TM), The Product Manager Interview is a resource you don't want to miss. The world's expert in product management interviews, Lewis C. Lin, gives readers 164 practice questions to gain product*

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*management (PM) proficiency and master the PM interview including: Google Facebook Amazon Uber Dropbox Microsoft Fully Solved Solutions The book contains fully solved solutions so readers can learn, improve and do their best at the PM interview. Here are questions and sample answers you'll find in the book: Product Design How would you design an ATM for elderly people? Should Google build a Comcast-like TV cable service? Instagram currently supports 3 to 15 second videos. We're considering supporting videos of unlimited length. How would you modify the UX to accommodate this? Pricing How would you go about*

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*pricing UberX or any other new Uber product? Let's say Google created a teleporting device: which market segments would you go after? How would you price it? Metrics Imagine you are the Amazon Web Services (AWS) PM in Sydney. What are the top three metrics you'd look at? Facebook users have declined 20 percent week over week. Diagnose the problem. How would you fix the issue? Ideal Complement to Decode and Conquer Many of you have read the PM interview frameworks revealed in Decode and Conquer, including the CIRCLES(TM), AARM(TM) and DIGS(TM) Methods. The Product Manager Interview is the perfect complement to Decode*

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*and Conquer. With over 160 practice questions, you'll see what the best PM interview responses look and feel like. Brand New Third Edition Many of the sample answers have been re-written from scratch. The sample answers are now stronger and easier to follow. In total, thousands of changes have made in this brand new third edition of the book. Preferred by the World's Top Universities Here's what students and staff have to say about the Lewis C. Lin: DUKE UNIVERSITY I was so touched by your presentation this morning. It was really helpful. UNIVERSITY OF MICHIGAN I can say your class is the best that I have ever attended. I will definitely use*



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*knowledge I learned today for future interviews.*

*COLUMBIA UNIVERSITY I'd like to let you know that your workshop today is super awesome! It's the best workshop I have been to since I came to Columbia Business School. Thank you very much for the tips, frameworks, and the very clear and well-structured instruction!*

*UNIVERSITY OF TEXAS AT AUSTIN I wanted to reiterate how much I enjoyed your workshops today. Thank you so much for taking time out and teaching us about these much-needed principles and frameworks. I actually plan to print out a few slides and paste them on my walls!*

*CARNEGIE MELLON*

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*UNIVERSITY I'm a very big admirer of your work. We, at Tepper, follow your books like the Bible. As a former associate product manager, I was able to connect your concepts back to my work experience back and Pragmatic Marketing training. I'm really looking forward to apply your teachings.*

*More than 80% of the PMs are not having clarity on the right resources to become a PM • Nearly 50% of the PMs are taking more than 12 months to gain awareness of the different roles and responsibilities of a PM • Nearly 60% of the PMs are taking more than 6 months to learn the fundamental concepts of a PM This book is crafted with*

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*the step-by-step procedure, case studies and proven methods to get your product management basics right. This book also provides a structured approach to transition into product management from diverse disciplines such as engineering, project management, sales, marketing and customer support. Testimonials Product Management Simplified is a great starting guide for an aspiring Product Manager. Laid out in a very illustrative and easy to read manner, the book does a very good job of hand holding the reader through the various nuances and techniques of product management... - Raghu Ramanujam, Director of Product Management, Flipkart*

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*Experienced PMs can get benefitted by connecting all the dots by leveraging comprehensive coverage of Product Management fundamentals and relevant frameworks.. – Javed Beg, Director of Product Management, Oracle I highly recommend this book to anyone who is exploring product management as a career choice or anyone who wants to move to the next level in their PM journey... – Dinesh V, VP Product Management, OrangeScape ...Guru and Lokesh have laid out the steps to effective and successful Product Management through insightful data, lucid representation and witty presentation... - Arks Srinivas, President, Career Launcher Educate Ltd.*

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*Case Interview Questions for Tech Companies*

*With Concise, Practical Responses*

*Product Sense*

*Outcomes Over Output*

*Trick Questions, Zen-like Riddles, Insanely Difficult*

*Puzzles, and Other Devious Interviewing Techniques You*

*Need to Know to Get a Job Anywhere in the New*

*Economy*

*How to Set Direction while Embracing Uncertainty*

**In "Rise Above the Noise," the author  
gives an industry insider's perspective on**

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how to answer the most common and difficult marketing interview questions. The book will reveal: Answers to marketing interview questions Frameworks on how to tackle marketing case questions Biggest mistakes marketing candidates make at the interview Understand what interviewers are looking for, why they're looking for it, and how to deliver it Questions and answers covered in the book include: What promotional strategies would you use for a Honey Nut Cheerios campaign? Develop a social good campaign for Teavana. Should

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Hidden Valley increase the price of its ranch dressing? Kit Kat sales declined year-over-year. Why is that, and what would you do to address it? Tell me about a terrible product that's marketed well. "And more..."

Decode and ConquerAnswers to Product Management InterviewsDecode and ConquerAnswers to Product Management Interviews

You have a new venture in mind. And you've crafted a business plan so detailed it's a work of art. Don't get too attached to it.

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As John Mullins and Randy Komisar explain in *Getting to Plan B*, new businesses are fraught with uncertainty. To succeed, you must change the plan in real time as the inevitable challenges arise. In fact, studies show that entrepreneurs who stick slavishly to their Plan A stand a greater chance of failing—and that many successful businesses barely resemble their founders' original idea. The authors provide a rigorous process for stress testing your Plan A and determining how to alter it so your business makes money, solves



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customers' needs, and endures. You'll discover strategies for: -Identifying the leap-of-faith assumptions hidden in your plan -Testing those assumptions and unearthing why the plan might not work -Reconfiguring the five components of your business model—revenue model, gross margin model, operating model, working capital model, and investment model—to create a sounder Plan B. Filled with success stories and cautionary tales, this book offers real cases illustrating the authors' unique process. Whether your idea

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is for a start-up or a new business unit within your organization, Getting to Plan B contains the road map you need to reach success.

"A project has to have a goal, otherwise, how do you know you're done? In the old days of engineering, setting project goals wasn't that hard. But when you're making software products, done is less obvious. When is Microsoft Word done? When is Google done? Or Facebook? In reality, software systems are never done. So then how do we give teams a goal that they can

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work on? Mostly, we simply ask teams to build features—but features are the wrong way to go. We often build features that create no value. Instead, we need to give teams an outcome to achieve. Setting goals as outcomes sounds simple, but it can be hard to do in practice. This book is a practical guide to using outcomes to guide the work of your team"—Publisher's website.

Over 60 Problems and Solutions for Quant  
Case Interview Questions

Mastering Product Management: A Step-By-

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## Step Guide

### Hooked

**Over 160 Problems and Solutions for  
Product Management Interview Questions  
Former Google Interviewer Reveals How to  
Get Multiple Job Offers**

### Getting to Plan B

### **Secrets of the Product Manager Interview**

The System Design Interview, by Lewis C. Lin and Shivam P. Patel, is a comprehensive book that provides the necessary knowledge, concepts, and skills to pass your system design interview. It's written by industry

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professionals from Facebook & Google. Get their insider perspective on the proven, practical techniques for answering system design questions like Design YouTube or Design a TinyURL solution. Unlike others, this book teaches you exactly what you need to know. FEATURING THE PEDALS METHOD?, THE BEST FRAMEWORK FOR SYSTEM DESIGN QUESTIONS The book revolves around an effective six-step process called PEDALS:- Process Requirements- Estimate- Design the Service- Articulate the Data Model- List the Architectural Components- Scale PEDALS demystifies the confusing system design interview by breaking

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it down into manageable steps. It's almost like a recipe: each step adds to the next. PEDALS helps you make a clear progression that starts from zero and ends with a functional, scalable system. The book explains how you can use PEDALS as a blueprint for acing the system design interview. The book also includes detailed examples of how you can use PEDALS for the most popular system design questions, including:- Design YouTube- Design Twitter- Design AutoSuggest- Design a TinyURL solution ALSO COVERED IN THE BOOK-What to expect and what interviewers look for in an ideal answer- How to estimate server,

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storage, and bandwidth needs- How to design data models and navigate discussions around SQL vs. NoSQL- How to draw architecture diagrams- How to build a basic cloud architecture- How to scale a cloud architecture for millions of users- Learn the best system strategies to reduce latency, improve efficiency, and maintain security- Review of technical concepts including CAP Theorem, Hadoop, and Microservices

Mastering Product Management: A Step-by-Step Guide offers practical, real-world advice on how to create and capture value as a Product Manager. It covers the full product life

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cycle, from idea discovery through end-of-life. Each section is scannable and concise, around two to three pages. Rather than diving deep into the theoretical background of a given area, it serves as a checklist of the key steps a Product Manager should take to complete a given task. - Source new ideas that succeed - Set a compelling product vision and strategy - Search for profitable new business models - Become a market expert - Effectively manage roadmaps - Ensure a successful product launch - Understand value and price profitably - Build and manage high-performance teams - And much more! This book



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is a convenient reference guide that you can use throughout your workday. It's meant for Product Managers of all levels and for anyone wishing to understand what it takes to define, develop, launch, and market new products successfully.

Looking to become a product manager and launch your product career? Get best practices on leading without authority, building products, and acing your PM interviews that I learned on the job at Amazon, Facebook, and other leading technology companies. Updated for 2020, Principles of Product Management is a hands-

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on, practical guide for new and aspiring product managers. The book has three parts: Principles: Part one covers the leadership principles that PMs use to lead their team to overcome adversity. When your product fails to gain traction, when your team falls apart, or when your manager gives you tough feedback- these are all opportunities to learn principles that will help you succeed. Product development: Part two covers how PMs at Facebook, Amazon, and other top companies build products. We'll walk through the end-to-end product development process- from understanding the customer problem to

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identifying the right product to build to executing with your team to bring the product to market. Getting the job: Part three covers how you can land a PM job and reach the interview stage at the right company. We'll prep you for the three most common types of PM interviews- product sense, execution, and behavioral-with detailed frameworks and examples for each. Hear directly from product leaders at Airbnb, Amazon, Google, and more on: How to overcome challenging situations from a VP of Product at Amazon. How to build a great product roadmap from product leaders at LinkedIn and Airbnb. How Google, Airbnb,

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and other top companies evaluate PM candidates from leaders at those companies.

How PMs can grow their career from a Director at Instagram and Twitter. Table of Contents

1. Principles Take Ownership Prioritize and Execute Start with Why Find the Truth Be Radically Transparent Be Honest with Yourself
2. Product Development Product Development Loop Understanding the Customer Problem Selecting a Goal Metric Mission, Vision, and Strategy Building a Product Roadmap Defining Product Requirements Great Project Management Effective Communication Making Good Decisions
3. Getting the Job Preparing for the

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Transition Making the Transition Finding the  
Right Company Acing your PM Interviews  
Product Sense Interview Execution Interview  
Behavioral Interview Your First 30 Days 4.  
Product Leader Interviews

Attempting to land a new job in product management is daunting. For starters, there have been no comprehensive blueprints for success. The interview process is grueling. Few candidates receive offers. Product Sense is the only comprehensive, yet accessible, resource available to help navigate a complex process and succeed in a hyper-competitive market. What will you learn from this book?

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The required PM common traits - ones that all PMs need to embody to get a job (regardless of industry, company, or product). The single, most crucial PM problem -What it is, why it is key to the role, and how to tackle it in four steps. Master our brand new "Compass Framework" - We designed our own proprietary interview framework from the ground up, which you can use to navigate product sense, execution, and leadership PM interview questions. How to get a job - A step-by-step hand-holding on what to do to land the most desired roles. Including take-home assignments, recruiter & hiring manager

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screens, and crafting your unique narrative - your PM Superpower. What's also inside? A detailed breakdown of the hiring criteria for PMs at FAANG and other tech companies Super-detailed example answers to tough PM interview case questions. An inside look at PM. Dozens of first-hand stories, interviews, real life examples, and no-fluff advice A robust glossary of PM terms used throughout the industry for easy reference This book will benefit those who are considering becoming PMs, those who are attempting to switch into product management from another role, or folks who are already PMs but want

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to be most prepared when applying for a new job. Here's what readers say about Product Sense: "Product Sense helped me understand if PM is the right career path for me. Easy to read, clear, concise, and jam-packed full of insight and examples that illustrate all the concepts, this is the perfect starting point for anyone new to the field, and goes well beyond that for those looking to advance their career." "Peter is one of the best strategic and tactical product minds I've ever worked with. For that reason, I'm not at all surprised that what he and Braxton have written here is a definitive guide to Product



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Management in today's ultra-competitive market." "After reading Cracking the PM Interview, I was still lost as to how to structure my answers to case questions. While I understand that there is no "right way" to answer these interview questions, I appreciated that Product Sense gave me firm and clear guidance, walking me through the basics of PM thinking and how to adopt it in my interview answers. It was reassuring to see that the best mock interviews have all of the elements of Product Sense's Compass Framework. If CTPMI is the first step to prepare for landing a PM Role, then Product

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Sense is definitely the second step."

50 Answers to the Toughest Questions

71 Brilliant Salary Negotiation Email Samples

Lean UX

Preparing for Product Interviews: A Productive Guide to Landing a Job in PM

Answers to Product Management Interviews

The Marketing Interview

164 Actual Questions and Answers

Product management is a big role, and this a big book. From the authors of the best-selling Cracking the PM Interview comes the comprehensive guide to the skills, frameworks, and practices to become a great

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product manager. It will help you level-up your skills and career from your first product management role through product leadership. You'll learn how to:

- \* Design high-quality products that delight users and solve people's needs.
- \* Run and deliver your projects quickly, smoothly, and effectively.
- \* Create product visions and strategies to set direction and optimize for long-term impact.
- \* Lead people and influence without authority.
- \* Manage people, develop great PMs, build great teams, and create great product organizations.
- \* Manage your career so you can translate your efforts into the recognition

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you deserve. This book will teach you the reliable frameworks and best practices that improve your chances of shipping a successful product. The frameworks won't transform you into a great product manager overnight or guarantee that your products never fail, but they'll help you avoid the most common problems and give you the structure to start experimenting, reflecting, and improving. Topics include: \* Getting Started: the product life cycle; the first 90 days \* Product Skills: user research; A/B tests; problem solving frameworks; systems thinking; product discovery; design sprints; ethical

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## Management Interviews

product design; technical terms and concepts;  
product documentation (specs and PRDs)\*

Execution Skills: agile project management;  
minimum viable products (MVPs); incremental  
development; product launches; time  
management; overcoming obstacles\* Strategic

Skills: product vision; strategy; roadmaps;  
goals and OKRs\* Leadership Skills: growth

mindset; ownership mentality; influencing  
without authority; stakeholder management;  
collaboration; communication; inspiring a

team; mentoring; working with designers,  
engineers, and executives\* People Management

Skills: becoming a people manager; being a

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member of the leadership team; reviewing work; holding people accountable; coaching and development; recruiting and interviewing; product processes; organizational structures\*  
Careers: career ladders; career goals; partnering with your manager; picking the right team; negotiations; networking; handling bad situations; career options beyond PM

How many pizzas are delivered in Manhattan?  
How do you design an alarm clock for the blind? What is your favorite piece of software and why? How would you launch a video rental service in India? This book will

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teach you how to answer these questions and more. Cracking the PM Interview is a comprehensive book about landing a product management role in a startup or bigger tech company. Learn how the ambiguously-named "PM" (product manager / program manager) role varies across companies, what experience you need, how to make your existing experience translate, what a great PM resume and cover letter look like, and finally, how to master the interview: estimation questions, behavioral questions, case questions, product questions, technical questions, and the super important "pitch."

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Preparing for Product Interviews is a one-stop guide for anyone wishing to successfully ace a Product Management Interview and land a job in PM. The book contains sample interview cases for the different types of product cases, as well as information on how to get shortlisted for PM interviews. Apart from these, the book contains interviews with established Product Managers in the global technology industry, which will help you better understand the PM role.

Are you Smart Enough to Work at Google?  
guides readers through the surprising solutions to dozens of the most challenging



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interview questions. Learn the importance of creative thinking, how to get a leg up on the competition, what your Facebook page says about you, and much more. You are shrunk to the height of a nickel and thrown in a blender. The blades start moving in 60 seconds. What do you do? If you want to work at Google, or any of America's best companies, you need to have an answer to this and other puzzling questions. Are you Smart Enough to Work at Google? is a must read for anyone who wants to succeed in today's job market.

Toolkit to Become a PM

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The Product Manager's Handbook 4/E

Case in Point

Breaking Through to a Better Business Model

Cracking the PM Interview

Swipe to Unlock

150 Programming Interview Questions and  
Solutions

*Hire with Your Head Updated with new case studies and more coverage of the impact and importance of the Internet in the hiring process, this indispensable guide has shown tens of thousands of managers and human resources professionals how to find the*

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*perfect candidate for any position. Lou Adler's Performance-based Hiring is more powerful than ever! "We have chosen Performance-based Hiring because it's a comprehensive process, it's behaviorally grounded, managers and recruiters find it easy to use, and it works." -Marshall Utterson, Director Staffing, AIG Enterprise Services, LLC "Everyone's looking for the perfect means to make effective hiring decisions. A trained interviewer armed with the right tools is the best solution.*

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*Performance-based Hiring is a proven methodology to get these results." -John Ganley, Vice President and Chief Talent Officer, Quest Software "Any staffing director that doesn't send all of their people through Performance-based Hiring training is missing out on top talent, plain and simple. This should be the standard throughout the industry." -Dan Hilbert, Recruiting Manager, Valero Energy Corporation "Performance-based Hiring has been the most successful recruitment tool that we have added to our*

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*organization over the past few years. In fact, these tools have not only produced amazing outcomes-in terms of selecting the best fit in an extremely tight labor market-but with a level of success among our operations customers that I have rarely seen with other HR products." -Trudy Knoepke-Campbell, Director, Workforce Planning, HealthEast(r) Care System*

*Former Google Interviewer Reveals How to Get Multiple Job Offers Have an upcoming product manager interview? Perhaps for*

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*Google, Facebook, Amazon, or Uber? If so, find out secrets to getting multiple job offers with the world's #1 author on product management interviews: Lewis C. Lin. Secrets of the Product Manager Interview shares what to expect in your product management interviews and how to prepare. Collecting 10+ years of questions from his readers, clients, and workshop attendees, the author answers and reveals his interview secrets in a single book. The Ideal Companion to Decode and Conquer as well as PM*

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*Interview Questions Many of you enjoyed reading about the PM interview frameworks revealed in Decode and Conquer, including the CIRCLES(TM), AARM(TM) and DIGS(TM) Methods. And others enjoyed Product Manager Interview Questions for the 160+ practice questions. Secrets of the Product Manager Interview takes a different approach. It's not focused on frameworks or practice questions. Instead, it's everything you need to know about product manager interviews. You'll get his secrets on: What to*

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*expect at the interview The best way to prepare How to get the first PM job How to interpret interviewer feedback And more... In The Marketing Interview, Lewis C. Lin gives an industry insider's perspective on how to answer the most common and difficult marketing interview questions. The book will reveal: Answers to marketing interview questions Frameworks on how to tackle marketing case questions Biggest mistakes marketing candidates make at the interview Understand what interviewers are looking*



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*for, why they're looking for it, and how to deliver it This book is ideal for anyone who is interviewing any marketing role, including the most coveted roles in CPG, Tech, and Financial Services: CPG: P&G, Clorox, Kraft, Heinz, Nestle, Pepsi, Colgate, S.C. Johnson, Unilever, Reckitt Benckiser, Hershey Foods, Campbell Soup Company Tech: Apple, Amazon, Google, Facebook, Microsoft, Uber, Dell, HP, IBM, Cisco, Paypal, Yelp, Airbnb, Pinterest Financial Services: American Express, Visa, Citi, HSBC, UBS, Barclays,*

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*Santander, Standard Chartered, And more... Questions and answers covered in the book include: What promotional strategies would you use for a Honey Nut Cheerios campaign? Develop a social good campaign for Teavana. Should Hidden Valley increase the price of its ranch dressing? Kit Kat sales declined year-over-year. Why is that, and what would you do to address it? Tell me about a terrible product that's marketed well. And more... This new second edition includes chapters on digital marketing including: A/B Testing*

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*Landing Page Testing Lead Scoring And  
more...*

*Featuring the Ivy Case System - including a  
section on government and nonprofit cases.  
Master Six Proven Skills to Get the Career  
You Want*

*The Non-coder's Guide to Technology and the  
Business Strategy Behind it*

*The Product Book: How to Become a Great  
Product Manager*

*Decode and Conquer*

*How to Land a Project Manager Job in*

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*Technology*

*Cracking the Toughest Project Management*

*Interview Questions*

*Hire With Your Head*