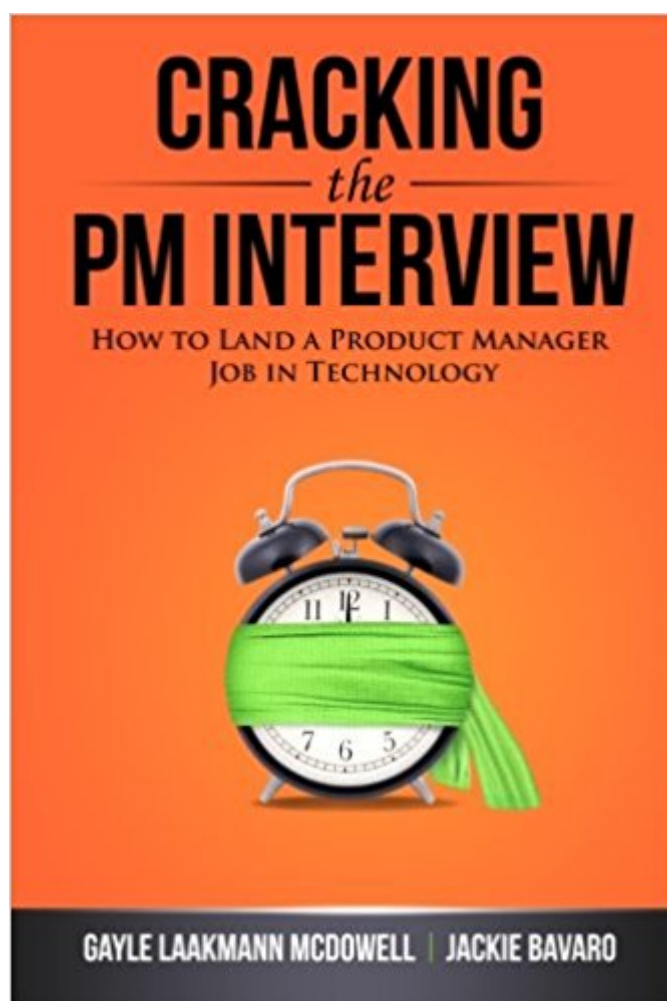The book was found

Cracking The PM Interview: How To Land A Product Manager Job In Technology

Synopsis

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 teach you how to answer these questions and more.Ã Â 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 PM interview questions (estimation questions, behavioral questions, case questions, product questions, technical questions, and the super important "pitch").CONTENTS: The Product Manager Role What is a PM? Functions of a PM Top Myths about Product Management Project Managers and Program Managers Companies How the PM Role Varies Google Microsoft Apple Facebook Yahoo Twitter StartupsÃ Â Getting the Right Experience New Grads Making the Most of Career Fairs Do you need an MBA? Why Technical Experience Matters Transitioning from Engineer to Product Manager Transitioning from Designer to Product Manager Transitioning from Other Roles What Makes a Good Side Project?Ã Â Career Advancement Tips and Tricks for Career Advancement Q & A: Fernando Delgado, Sr. Director, Product Management at Yahoo Q & A: Ashley Carroll, Senior Director of Product Management, DocuSign Q & A: Brandon Bray, Principal Group Program Manager, Microsoft Q & A: Thomas Arend, International Product Lead, Airbnb Q & A: Johanna Wright, VP at Google Q & A: Lisa Kostova Ogata, VP of Product at Bright.comÃ Â Behind the Interview Scenes Google Microsoft Facebook Apple Yahoo Twitter DropboxÃ Â Resumes The 15Ã Â Second Rule The Rules Attributes of a Good PM Resume What to IncludeÃ Â Real Resumes: Before & After Cover Letters Elements of a Good PM Cover Letter The Cover Letter Template A Great Cover LetterÃ Â Company Research The Product The Strategy The Culture The Role The QuestionsÃ Â Define Yourself "Tell Me About Yourself" (The Pitch) "Why do you want to work here?" "Why should we hire you?" "Why are you leaving your current job?" "What do you like to do in your spare time?" "Where do you see yourself in five years?" "What are your strengths and weaknesses?" Sample Strengths and WeaknessesÃ Â Behavioral Questions Why These Questions Are Asked Preparation Follow-Up Questions Types of Behavioral QuestionsÃ Â Estimation Questions Approach Numbers Cheat Sheet Tips and Tricks Example Interview Sample QuestionsÃ Â Product Questions About the Product Question Type 1: Designing a Product Type 2: Improving a Product Type 3: Favorite Product Preparation Tips and Tricks Sample QuestionsÃ Â Case Questions The Case Question: Consultants vs. PMs What Interviewers Look For Useful

Frameworks Product Metrics Interview QuestionsÃ Â Coding Questions Who Needs To Code What You Need To Know How You Are Evaluated How To Approach Developing an Algorithm Additional Questions & SolutionsÃ Â Appendix Top 1% PMs vs. Top 10% PMs Be a Great Product Leader The Inputs to a Great Product Roadmap How to Hire a Product Manager

Book Information

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Customer Reviews

"I wish this book had existed when I first found my way into product management. Gayle and Jackie don't just help you land a PM job; they show you what it takes to be great once you've got one. Finally there's a game plan for charting your career as a product manager."--Ken Norton, Partner at Google Ventures (former PM at Google)"If you were looking for a comprehensive, well-researched book about how to get a job in product management, look no further than Cracking the PM Interview. Gayle and Jackie break down the entire process of landing your dream PM job, while bridging a wide range of perspectives that aspiring PMs may bring to the table. This is a no-brainer resource to leverage during your job search."--Jason Shah, former Product Manager at Yammer/Microsoft & instructor of How to Get a Job in Product Management"Impressed by Jackie and Gayle's thorough interview walkthrough, from defining your skills, to resumes and all the way to product questions. A definite handbook for hopeful product managers."Ã Â --Ritu Jain, Organizer of PM Fast Track Community & CEO of LearningJar

Gayle McDowell is the founder / CEO of CareerCup.com and the author of two books: Cracking the Coding Interview, .com's #1 best-selling interview book, and The Google Resume. She has worked for Google, Microsoft, and Apple and served on Google's hiring committee. She holds a BSE and MSE in Computer Science from the University of Pennsylvania and an MBA from the Wharton School. Jackie Bavaro is a product manager at Asana, a leading startup that builds productivity software used by companies like Dropbox, Airbnb, Uber, Foursquare, and Pinterest. Previously, she worked as a Product Manager at Google, where she joined as part of the elite Associate Product Manager program, and as a Program Manager at Microsoft. She holds a BA in Computer Science and a BA in Economics from Cornell University.

Super recommended! The book is is well structured with examples and recommended solutions for different kind of questions. If you have a product management interview coming this is the book you must read.If you don't have enough time to read the whole book, I recommend to skip the first chapters and head directly to the chapters of behavioral, coding, and estimation questions.

This book is definitely a go to guide for anyone who is preparing for their Product Manager interview. I especially appreciated the last chapter regarding computer science concepts.After reading this book, and reviewing my previous Product Manager interviews I have done, I can without a doubt say the concepts and practice in this book would have helped me.Thanks to the authors for helping me prepare for my next interview.

Truly useful on many fronts. It's not only about the interview - it has helpful tips helping you prepare along the entire job search process. From resumes and cover letters to the technical and behavioral questions during the actual interview. I came cross 2 sample questions from this book exactly as written in an interview with Microsoft.Enlightening read and helpful for your job search and interviews for various positions, not just PM roles.

Honestly -Ã Â Cracking the PM Interview: How to Land a Product Manager Job in TechnologyÃ Â is one of the most helpful books I have ever read in my life. I say that because it did EXACTLY what it was supposed to do. It wont teach you to be a TPM - or even a better TPM - but it will give you the ability to verbalize the things that you already do and know in a clear and concise way. Much appreciation to the authors!

Very good book, but for me had way too many words. As PM's are we not supposed to be concise? I got hired before I could even read more than about 10% of this book. I'll continue to read from time to time to see where I can further improve my work, but would have preferred a "cliff notes" version of the book.

Very helpful and still is current. Must-have for interview prep.

awesome book. really helped give me a framework to study/prep for the interviews i had. i also really liked how the "culture" of each of the larger tech companies and the 'behind the scenes' interview process was laid out. the test questions were really awesome, and so were the sample answers. it really helped me frame my answers in my interviews.

This book goes straight to the point, with very useful information and examples to prepare for a product manager position job interview

Job Interview: Land Your Dream Job by Conquering Your next Job Interview by Answering 50 Tough Job Interview Questions and Maximizing Your Resume and Cover Letter Interview: The Art of the Interview: The Perfect Answers to Every Interview Question (Interview Questions and Answers, Interviewing, Resume, Interview Tips, Motivational Interviewing, Job Interview) Product Manager Interview: A Step by Step Approach to Ace the Product Manager Interview at Cracking the PM Interview: How to Land a Product Manager Job in Technology The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager (Business Books) Job Interview: 81 Questions, Answers, and the Full Preparation for a Job Interview Knock 'em Dead Job Interview: How to Turn Job Interviews Into Job Offers Interview: The Ultimate Guide to Crushing Every Interview Question to Land Your Dream Job The Product Book: How to Become a Great Product Manager The Product Manager's Field Guide : Practical Tools, Exercises, and Resources for Improved Product Management Take Charge Product Management: Time-Tested Tips, Tactics, and Tools for the New or Improved Product Manager Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) PM Interview Questions: Over 160 Problems and Solutions for Product Management Interview Questions Interview skills: In just 24hrs learn how to score big in any interview - Complete guide to mastering every interview questions and answers Interview Answers in a Flash: More than 200 flash card-style questions and answers to prepare you

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