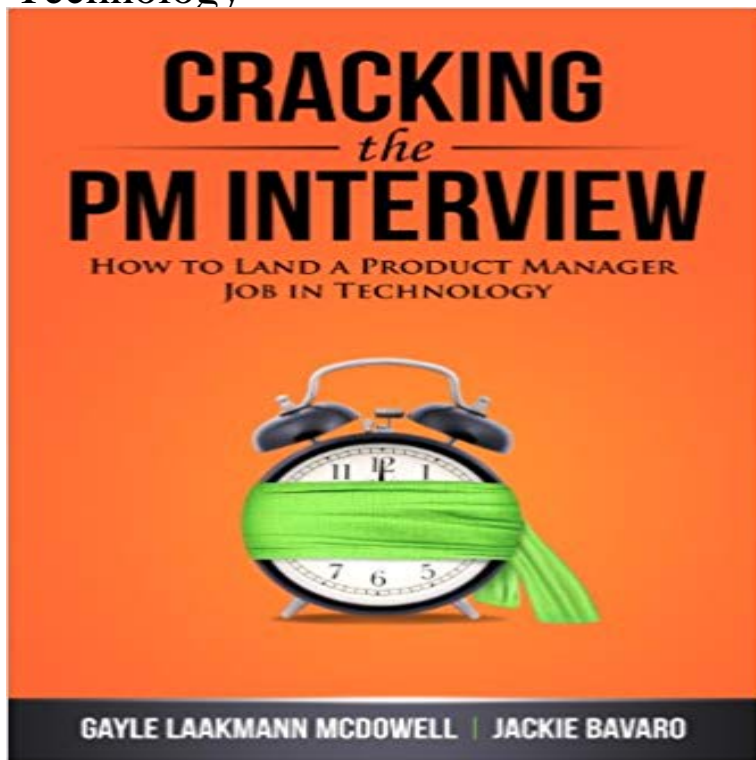


Cracking the PM Interview: How to Land a Product Manager Job in Technology



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. 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 Amazon Yahoo Twitter Startups 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? 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.com Behind the Interview Scenes

Google Microsoft Facebook Apple
Amazon Yahoo Twitter Dropbox
Resumes The 15 Second Rule The Rules
Attributes of a Good PM Resume What to
Include Real Resumes: Before & After
Cover Letters Elements of a Good PM
Cover Letter The Cover Letter Template A
Great Cover Letter Company Research
The Product The Strategy The Culture The
Role The Questions 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
Weaknesses Behavioral Questions Why
These Questions Are Asked Preparation
Follow-Up Questions Types of Behavioral
Questions Estimation Questions
Approach Numbers Cheat Sheet Tips and
Tricks Example Interview Sample
Questions 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 Questions Case Questions
The Case Question: Consultants vs. PMs
What Interviewers Look For Useful
Frameworks Product Metrics Interview
Questions Coding Questions Who Needs
To Code What You Need To Know How
You Are Evaluated How To Approach
Developing an Algorithm Additional
Questions & Solutions 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

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