

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

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Description:

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").

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The Product Manager Role

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- Functions of a PM
- Top Myths about Product Management
- Project Managers and Program Managers

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- Yahoo
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- Startups

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- Transitioning from Designer to Product Manager
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- Tips and Tricks for Career Advancement
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- 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

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- Facebook
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How to Hire a Product Manager

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