

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

Gayle Laakmann McDowell, Jackie Bavaro - pdf download free book



Books Details:

Title: Cracking the PM Interview: Ho
Author: Gayle Laakmann McDowell, Jac
Released:
Language:
Pages: 364
ISBN: 0984782818
ISBN13: 9780984782819
ASIN: 0984782818

[CLICK HERE FOR DOWNLOAD](#)

pdf, mobi, epub, azw, kindle

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").

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

- Title: Cracking the PM Interview: How to Land a Product Manager Job in Technology
 - Author: Gayle Laakmann McDowell, Jackie Bavaro
 - Released:
 - Language:
 - Pages: 364
 - ISBN: 0984782818
 - ISBN13: 9780984782819
 - ASIN: 0984782818
-