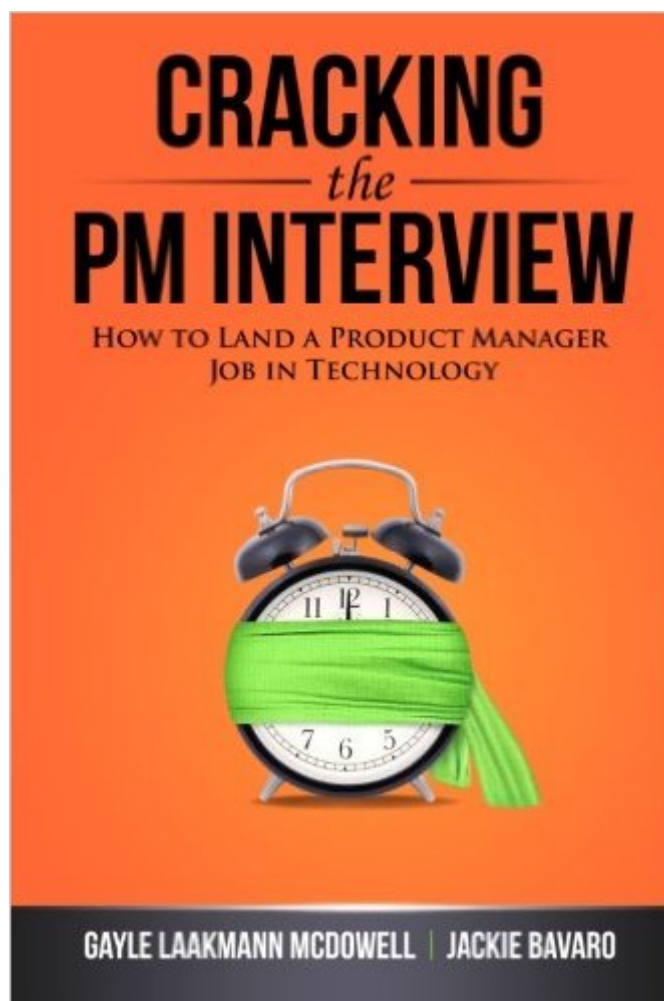


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# Cracking The PM Interview: How To Land A Product Manager Job In Technology



## 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.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 StartupsÂ 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?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.comÂ Behind the Interview Scenes Google Microsoft Facebook Apple Yahoo Twitter DropboxÂ Resumes The 15Â Second Rule The Rules Attributes of a Good PM Resume What to IncludeÂ Real Resumes: Before & After Cover Letters Elements of a Good PM Cover Letter The Cover Letter Template A Great Cover LetterÂ Company Research The Product The Strategy The Culture The Role The QuestionsÂ 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 WeaknessesÂ Behavioral Questions Why These Questions Are Asked Preparation Follow-Up Questions Types of Behavioral QuestionsÂ Estimation Questions Approach Numbers Cheat Sheet Tips and Tricks Example Interview Sample QuestionsÂ 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 QuestionsÂ Case Questions The Case Question: Consultants vs. PMs What Interviewers Look For Useful Frameworks Product

Metrics Interview QuestionsÂ Coding Questions Who Needs To Code What You Need To Know  
How You Are Evaluated How To Approach Developing an Algorithm Additional Questions &  
SolutionsÂ 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

Paperback: 364 pages

Publisher: CareerCup; 1st edition (December 2, 2013)

Language: English

ISBN-10: 0984782818

ISBN-13: 978-0984782819

Product Dimensions: 6 x 0.8 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (129 customer reviews)

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Management & Leadership > Project Management > Technical #5 inÂ Books > Business & Money  
> Marketing & Sales > Marketing > Product Management #6 inÂ Books > Business & Money > Job  
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## Customer Reviews

This book is the missing manual for understanding the PM role. It's the role that I had the most questions about when I first learned of it, and is the most difficult for me to describe to others. This book is a thorough and complete look at how this role works; from the resume all the way through what it takes to climb the corporate ranks. Each section covers an exact question I had about the role or interviewing for the role. The resume tips are useful for any role not just the PM role. I was pleasantly surprised by the tips about transitioning from the development role to the PM role as this is the exact situation in which I find myself. The only negative is that at times the book can come off a little elitist. For example, looking through the example resumes will make you wonder if you can become a PM if you didn't go to an ivy league school and work at 5 of the top startups of the last 10 years. I can't tell if this is simply the harsh reality of this role requiring you to be in the top 10%, or the selection bias of the people the author knows/people willing to contribute.

This short book is a wealth of information for product managers. I recommend reading it whether you plan to interview or not! You will learn some new skills and techniques that will help you improve

your own practice, enjoy your work and enhance your career. This alone is the best reason to read this book! It is refreshing to read a book that speaks very specifically and very intently to its intended audience. Many of us in product management have been on both sides of the interview process sometime in our career and so recognize and can relate to many of the specific examples given with new appreciation. While there is a definite bias towards software driven products and companies (Google, , Apple, Microsoft, Yahoo, Facebook, Twitter), many of the principles discussed are more broadly applicable. Given that these companies continue to lead the way, this book also provides insight into the workings of these specific companies and the different emphases each brings to their development process. A must read if you desire to move to Silicon Valley, but still a great read if you are looking to play in the sandbox in your own backyard.

I ordered the book, which costs around 3x as much as the Kindle version. I don't see any advantages of getting the book version, so I recommend the Kindle version. This book is worthwhile to the target audience who are trying to land a position as a product manager. It provides detailed insights on how to get a job as a product manager and what type of background different companies are looking for (it covers Facebook, Google, Microsoft, Yahoo, and among others) in a product manager. The book also provides a list of most commonly asked questions for a product manager. It even has a chapter on programming (algorithm) questions. Overall, I don't think this book is groundbreaking. In my view, no book will make an unqualified person more qualified for a product manager role. But if you already have the right background (engineering/science/programming+MBA), then this book can help you to elevate your chances to a little higher level. Pros: 1) Good book for the target audience. Fairly useless for the rest. 2) Covers a good list of questions you would be asked. It even has a chapter on programming (algorithm) interviews. 3) Provides an overview of a role of a product manager. 4) Provides insights into each of the most popular companies that are hiring product managers. Cons: 1) Not the deepest book. The coverage is somewhat cursory. 2) Useless if you aren't looking for a product manager job. Don't mistake this book is a general book on post-MBA interviews.

I have never written an review. Like, literally never. That fact alone speaks volumes (book pun intended) as to my feelings about this book. If you are expecting to go on a PM interview, or even thinking about switching to a PM role, buy this book. I currently work at, have worked at, or have immediate friends that work at, all of the large companies listed in the book, and I can say that their observations about the differences in corporate culture and desired skills are spot on. If you're

interested in what Google//Apple/Microsoft/etc. are looking for - this book is for you. As far as the book's approach to interview prep, it is thorough, clear, and useful. Is there anything in this book that is utterly groundbreaking? The answer is no, you could probably get a lot of this information online. But why would you spend all that time finding, collecting, vetting, and analyzing a bunch of random internet opinions when you can have Jackie and Gayle do it for you? Spend your time prepping for the interview, not figuring out what you should prep! Oh yeah, did I mention that 2 days after reading and applying the principles of this book I got an offer for an awesome PM job? Obviously I know that I haven't mentioned this because immediately above this paragraph is a written record of what I've said so far. Nonetheless, this book is great, I'm giving a copy to a friend that is in the process of interviewing for a PM role, and I would highly recommend it.

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