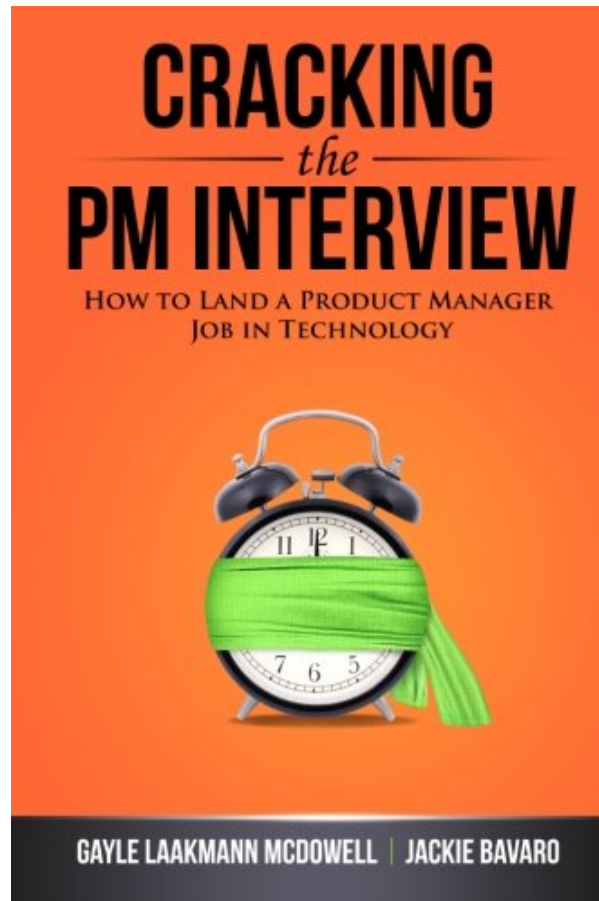


Download Cracking the PM Interview: How to Land a Product Manager Job in Technology Online Book PDF by Gayle Laakmann McDowell



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.

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

