



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

By Gayle Laakmann McDowell, Jackie Bavaro

Download now

Read Online 

Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro

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

 [Download Cracking the PM Interview: How to Land a Product M ...pdf](#)

 [Read Online Cracking the PM Interview: How to Land a Product ...pdf](#)

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

By Gayle Laakmann McDowell, Jackie Bavaro

Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro

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

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

McDowell, Jackie Bavaro Bibliography

- Sales Rank: #6319 in Books
- Published on: 2013-12-02
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .82" w x 6.00" l, .97 pounds
- Binding: Paperback
- 364 pages

 [Download Cracking the PM Interview: How to Land a Product M...pdf](#)

 [Read Online Cracking the PM Interview: How to Land a Product ...pdf](#)

Download and Read Free Online Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro

Editorial Review

Review

"I wish this book had existed when I first found my way into product management. Gayle and Jackie don't just help you land a PM job; they show you what it takes to be great once you've got one. Finally there's a game plan for charting your career as a product manager."

--Ken Norton, Partner at Google Ventures (former PM at Google)

"If you were looking for a comprehensive, well-researched book about how to get a job in product management, look no further than Cracking the PM Interview. Gayle and Jackie break down the entire process of landing your dream PM job, while bridging a wide range of perspectives that aspiring PMs may bring to the table. This is a no-brainer resource to leverage during your job search."

--Jason Shah, former Product Manager at Yammer/Microsoft & instructor of How to Get a Job in Product Management

"Impressed by Jackie and Gayle's thorough interview walkthrough, from defining your skills, to resumes and all the way to product questions. A definite handbook for hopeful product managers."

--Ritu Jain, Organizer of PM Fast Track Community & CEO of LearningJar

About the Author

Gayle McDowell is the founder / CEO of CareerCup.com and the author of two books: Cracking the Coding Interview, Amazon.com's #1 best-selling interview book, and The Google Resume. She has worked for Google, Microsoft, and Apple and served on Google's hiring committee. She holds a BSE and MSE in Computer Science from the University of Pennsylvania and an MBA from the Wharton School.

Jackie Bavaro is a product manager at Asana, a leading startup that builds productivity software used by companies like Dropbox, Airbnb, Uber, Foursquare, and Pinterest. Previously, she worked as a Product Manager at Google, where she joined as part of the elite Associate Product Manager program, and as a Program Manager at Microsoft. She holds a BA in Computer Science and a BA in Economics from Cornell University.

Users Review

From reader reviews:

Steve Teegarden:

The book Cracking the PM Interview: How to Land a Product Manager Job in Technology can give more knowledge and information about everything you want. Why then must we leave a good thing like a book Cracking the PM Interview: How to Land a Product Manager Job in Technology? A few of you have a different opinion about guide. But one aim this book can give many information for us. It is absolutely appropriate. Right now, try to closer with the book. Knowledge or information that you take for that, you are

able to give for each other; it is possible to share all of these. Book *Cracking the PM Interview: How to Land a Product Manager Job in Technology* has simple shape however you know: it has great and big function for you. You can look the enormous world by open and read a guide. So it is very wonderful.

Ladonna Warren:

In this 21st century, people become competitive in each way. By being competitive today, people have do something to make these survives, being in the middle of typically the crowded place and notice by surrounding. One thing that oftentimes many people have underestimated the item for a while is reading. That's why, by reading a e-book your ability to survive improve then having chance to endure than other is high. For yourself who want to start reading some sort of book, we give you this *Cracking the PM Interview: How to Land a Product Manager Job in Technology* book as beginner and daily reading book. Why, because this book is greater than just a book.

Patsy Phan:

The reason why? Because this *Cracking the PM Interview: How to Land a Product Manager Job in Technology* is an unordinary book that the inside of the book waiting for you to snap it but latter it will zap you with the secret it inside. Reading this book close to it was fantastic author who write the book in such remarkable way makes the content interior easier to understand, entertaining technique but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this nowadays or you going to regret it. This excellent book will give you a lot of rewards than the other book include such as help improving your expertise and your critical thinking technique. So , still want to hesitate having that book? If I had been you I will go to the publication store hurriedly.

Debra Becnel:

A lot of people said that they feel uninterested when they reading a e-book. They are directly felt the idea when they get a half elements of the book. You can choose the particular book *Cracking the PM Interview: How to Land a Product Manager Job in Technology* to make your reading is interesting. Your personal skill of reading expertise is developing when you including reading. Try to choose easy book to make you enjoy you just read it and mingle the feeling about book and studying especially. It is to be very first opinion for you to like to start a book and read it. Beside that the book *Cracking the PM Interview: How to Land a Product Manager Job in Technology* can to be your new friend when you're experience alone and confuse with what must you're doing of that time.

Download and Read Online *Cracking the PM Interview: How to Land a Product Manager Job in Technology* By Gayle Laakmann McDowell, Jackie Bavaro #EW872QIAJLS

Read Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro for online ebook

Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro books to read online.

Online Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro ebook PDF download

Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro Doc

Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro Mobipocket

Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro EPub

EW872QIAJLS: Cracking the PM Interview: How to Land a Product Manager Job in Technology By Gayle Laakmann McDowell, Jackie Bavaro