Decode And Conquer: Answers To Product Management Interviews
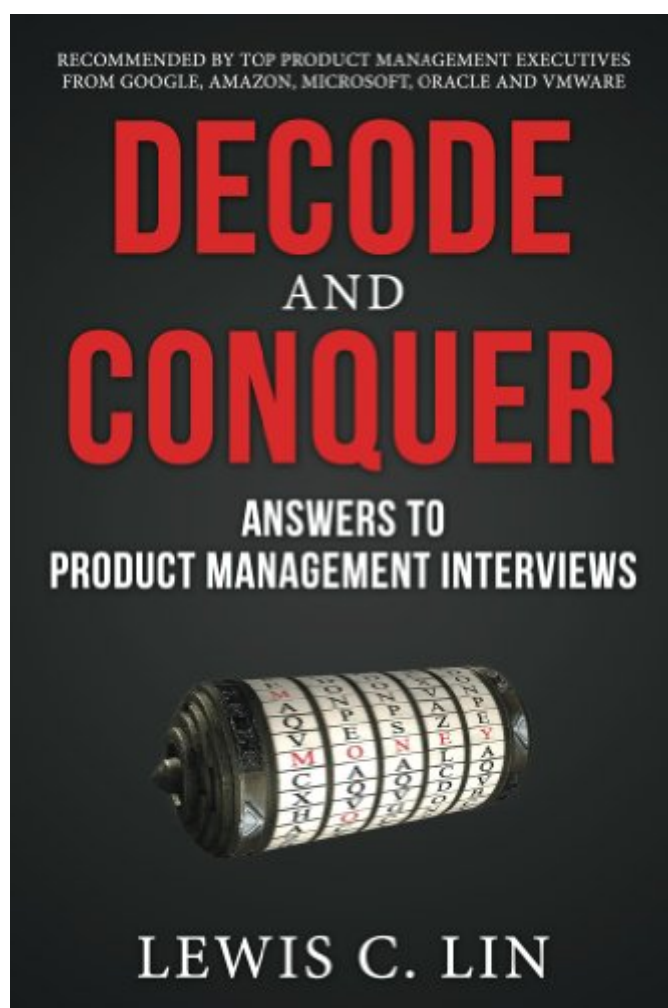
DECODE AND CONQUER

ANSWERS TO
PRODUCT MANAGEMENT INTERVIEWS

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Synopsis

Land that Dream Product Manager Job...TODAYSeeking a product management position?Get Decode and Conquer, the world's first book on preparing you for the product management (PM) interview. Author and professional interview coach, Lewis C. Lin provides you with an industry insider's perspective on how to conquer the most difficult PM interview questions. Decode and Conquer reveals: Frameworks for tackling product design and metrics questions, including the CIRCLES Methodâ„¢, AARM Methodâ„¢, and DIGS Methodâ„¢ Biggest mistakes PM candidates make at the interview and how to avoid them Insider tips on just what interviewers are looking for and how to answer so they can't say NO to hiring you Sample answers for the most important PM interview questionsQuestions and answers covered in the book include: Design a new iPad app for Google Spreadsheet. Brainstorm as many algorithms as possible for recommending Twitter followers. You're the CEO of the Yellow Cab taxi service. How do you respond to Uber? You're part of the Google Search web spam team. How would you detect duplicate websites? The billboard industry is under monetized. How can Google create a new product or offering to address this? Get the Book that's Recommended by Executives from Google, , Microsoft, Oracle & VMWare...TODAY

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Customer Reviews

The book it very practice for brushing up PM interview skills. I like the framework it provided. Simple to use. The model answers and critique also help to understand what's a good/bad answer. Comparing to the "Cracking PM Interview", this is more narrowly focused on practicing specific type of interview questions as most of the sample questions are specific to a few web products. "Cracking PM Interview" is more comprehensive book with broader coverage of PM career path, roles/responsibilities, and the questions are more general in scope. I think both are good. I'm reading both. But I think the framework in this one is easier to remember. But interviews are something that require a lot of practice in person. The book provides good supporting materials.

I recently received an offer and a large reason for that was because of this book! I read it nearly cover to cover leading up to my interviews and it was spot on in preparing me for the various case questions thrown at me. The frameworks/methods that Lewis includes are easy to understand and very adaptable which is why this book is so great! Well worth the price.

This book does an excellent job of cutting through a lot of the noise that is so common in product interview blogs, etc. and provides applicable frameworks and example answers to common interview and case scenarios that you can learn from... The key phrase here is "learn from". If you are interested in learning to fish rather than having a book that gives you a fish (although that would be interesting!), then this book will become an invaluable resource in your career development that you will likely reference many times. While this book is great for preparing for a product management interview, I also see a lot of value in referencing some of the concepts when you're actually working as a product manager. For example, using some of the product design frameworks to analyze and deconstruct existing products is helpful for staying sharp as a product manager, but you can also leverage these concepts on the job to create better products and/or companies.Highly recommended.

Decode & Conquer gives you very specific and effective frameworks on how to approach common PM interview questions. The magical part is it disguises it so well that you don't sound so rehearsed and "framework-bound." Genius! Also, if you're short on time, you can go over specific areas that you think are most critical for your interview. For example, in my case, I identified a few topics I suspected would be on the interviews--pricing, new market entry, and new product intro. All were on the interviews. I felt very confident working through the case questions on these topics. Oh, and I

got the job! Had I not used Decode & Conquer, I'm very certain that I would've not had a successful interview. I highly recommend it to anyone who's interviewing for Product Marketing/Management roles.

Interviews have been raised to the next level in today's job market. Decode and Conquer appeals to anyone who wants to up their interviewing game, whether they are being interviewed or giving the interview.The book's main focus is on how to succeed in the product management interview, which tests analytical, design, and technical know-how. But Decode and Conquer's frameworks and approaches can be used in many analytical or case-based interviews outside of product management.This book's strengths include: 1) revealing the types of common (and even uncommon) questions asked in these interviews, 2) providing frameworks for answering these questions, and where the book really shines, 3) giving many sample answers (good, bad, and ugly ones) with accompanying critiques.I personally learn more from failures than successes, and this book shows some answers that may on the surface sound good, but upon closer inspection, fall apart. Walking through these answers, Lewis shows how bad answers can be made right and good answers made better. While many other interview books provide frameworks and theories, Decode and Conquer provides practical advice from scores of real world interviews the author has conducted.Lewis also provides useful soft skills for the interview from asking for feedback to pausing to collect your thoughts before diving into an answer. These are often neglected by many interviewees who may jump too quickly to conclusion. I would like to see additional material on soft skills in the next edition of the book.Any prospective product manager should get this book and even seasoned product managers will find valuable insight into their roles and up their game with Decode and Conquer.

My only complaint is that this wasn't around last time I was job hunting :)I received this book the night before my interview, and though I didn't get to read the whole thing beforehand, I was able to quickly and easily identify the most important elements for my particular interview.The most helpful parts for me were the frameworks for responses and sample questions/answers. Being able to ensure that I would completely answer a question about product development with CIRCLES and being able to discuss relevant metrics with AARM really helped me complete my thoughts.One of the sample questions with a example response was actually about a competitor's product! That was perfect and it was great to think of other viewpoints for this company's product.If you want to make sure that you land that awesome Product role, you need to read this book. You'll be leaps and

bounds ahead of the competition!

Decode and Conquer: Answers to Product Management Interviews Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Crack the Case System: How to Conquer Your Case Interviews Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Agile Product Management: User Stories: How to Capture Requirements for Agile Product Management and Business Analysis with Scrum 20 Answers- Mary (20 Answers Series from Catholic Answers Book 13) 20 Answers- Jehovah's Witnesses (20 Answers Series from Catholic Answers Book 7) How Dogs Love Us: A Neuroscientist and His Adopted Dog Decode the Canine Brain Animals in Translation: Using the Mysteries of Autism to Decode Animal Behavior Take Charge Product Management: Time-tested tips, tactics, and tools for the new or improved product manager Agile Product Management: The Scrum Checklist, For the Agile Scrum Master, Product Owner, Stakeholder and Development Team Agile Product Management: Product Vision and Release Planning 21 Steps (scrum, scrum master, agile development, agile software development) The Agile Product Manager: A practical and straight to the point guide to agile product management 150 Most Frequently Asked Questions on Quant Interviews (Pocket Book Guides for Quant Interviews)