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path? *How to answer \"Why Product*
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Amazon Senior Product Manager Technical (AMXL team) How to Answer Behavioral Product

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7 Product Manager Interview Questions and Answers

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about pricing UberX or any other new Uber product? Let's say Google created a teleporting device: which market segments would you go after? How would you price it? Metrics Imagine you are the Amazon Web Services (AWS) PM in Sydney. What are the top three metrics you'd look at? Facebook users have declined 20 percent week over week. Diagnose the problem. How would you fix the issue? Ideal Complement to Decode and Conquer Many of you have read the PM interview frameworks revealed in Decode and Conquer, including the CIRCLES(TM), AARM(TM) and DIGS(TM) Methods. The Product Manager

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NOTE: This is the OLDER 1st edition. The

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NEWER 2nd edition, re-titled as PM Interview Questions, is available here:

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The world's expert in product management interviews, Lewis C. Lin, gives readers over 160 practice questions to gain product management (PM) proficiency and master the PM interview. The PM Interview Workbook is a resource you don't want to miss. It contains over 160 actual questions from top tech companies including: Google Facebook Amazon Uber Dropbox Microsoft Fully Solved Solutions
The book contains fully solved solutions so

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readers can learn, improve and do their best at the PM interview. Here are some questions and sample answers you'll find in the book:

Product Design How would you design an ATM for elderly people? Should Google build a Comcast-like TV cable service? Instagram currently supports 3 to 15 second videos. We're considering supporting videos of unlimited length. How would you modify the UX to accommodate this? Pricing How would you go about pricing UberX or any other new Uber product? Let's say Google created a teleporting device: which market segments would you go after? How would you price it?

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Metrics Imagine you are the Amazon Web Services (AWS) PM in Sydney. What are the top three metrics you'd look at? Facebook users have declined 20 percent week over week. Diagnose the problem. How would you fix the issue?

The Perfect Complement to Cracking the PM Interview or Decode and Conquer Many of you enjoyed reading about the PM interview frameworks revealed in Cracking the PM Interview as well as Decode and Conquer, including the CIRCLES(tm), AARM(tm) and DIGS(tm) Methods. The PM Interview Workbook is the perfect complement to both books. With over 160 practice questions, you'll see what

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the best PM interview responses look and feel like.

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Conquer reveals: Frameworks for tackling product design and metrics questions, including the CIRCLES Method(tm), AARM Method(tm), and DIGS Method(tm) 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 questions Questions 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

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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, Amazon, Microsoft, Oracle & VMWare...TODAY

This book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (roles, processes, tasks, and

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deliverables) that covers all aspects of product management. It helps students of product management, product management practitioners, product management organizations, and corporations understand the value, theory, and implementation of product management. It outlines a practical approach to clarify role definitions, identify responsibilities, define processes and deliverables, and improve the ability to communicate with stakeholders. The book details the fundamentals of the Blackblot Product Manager's Toolkit® (PMTK) product management methodology, a globally adopted

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best practice.

Grab the all-you-need reference and manage your products effectively and efficiently Now, product managers at every level can have an authoritative, one-stop reference to strategizing, introducing, and managing products at their fingertips. The Product Manager's Desk Reference uses the progression of the practitioner across the career cycle as well as the progression of the product across its life cycle to establish clear guidelines as to what must be done, when, by whom, and with what level of expertise.

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fired twice. How did that make you feel? --Do you know who painted this work of art? --What is the best-managed company in America? --If you could be any product in the world, what would you choose? --How many cigars are smoked in a year? --Are you a better visionary or implementer? Why? Leaning on her own years of experience and the experiences of more than 5,000 recent candidates, Vicky Oliver shows you how to finesse your way onto a company's payroll. "Everything I always wanted to know about job interviews but was afraid to be asked." -Claude Chene, Senior Vice President, Head of Business Development,

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"A collection of direct quotes from Warren Buffett on topics related to business, investing, leadership, and life from his own speeches, interviews, and writings"--Provided by publisher"--

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good.

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Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

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