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

By Gayle Laakmann McDowell

CareerCup. Paperback. Book Condition: New. Paperback. 364 pages. Dimensions: 8.9in. x 6.0in. x 0.8in.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 interview: 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...

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