Decode and Conquer: Answers to Product Management Interviews

Lewis C. Lin

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LAND THAT PRODUCT MANAGER JOB...TODAY
Seeking 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 Method™, AARM Method™, and DIGS Method™**
- **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 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?

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