

Decode And Conquer

Be Fearless is researched-based call to action for those seeking to live extraordinary lives and bring about transformational change. LOS ANGELES TIMES BESTSELLER * NATIONAL BESTSELLER Weaving together storytelling, practical tips and inspiration, the book will teach you how to put the five fearless principles to work so that you too can spark the sorts of remarkable breakthroughs that can impact the world. Philanthropist, investor, and technology pioneer Jean Case brings to life the five Be Fearless principles common to the people and organizations that bring about transformational change. When National Geographic Chairman Jean Case set out to investigate the core qualities of great change makers, past and present, from inventors to revolutionaries, she found five surprising traits they all had in common. These weren't wealth, privilege, or even genius. What all of these exceptional men and women shared was that they had chosen to make a "big bet," take bold risks, learn from their failures, reach beyond their bubbles, and let urgency conquer fear. Throughout Be Fearless, Jean vividly illustrates these principles through storytelling—from her own transformational life experiences, to Jane Goodall's remarkable breakthroughs in understanding and protecting chimpanzees, to celebrity chef José Andrés' decision to be a "first responder" and take his kitchen to the sites of devastating hurricanes to feed the hungry, to Madame C.J. Walker's vision to build a hair care empire that would employ thousands across the country, and more. She shares new insights to stories you might think you know—like Airbnb's tale of starting from scratch to transform the hospitality industry, to John F. Kennedy's history-making moonshot—and gems from changemakers you've never heard of. Be Fearless features a

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compelling foreword from Jane Goodall saying “there is no time in history when it has been more important to Be Fearless” and a new afterword with stories of people inspired to take action after reading the book.

"The author makes a compelling case that we often start solving a problem before thinking deeply about whether we are solving the right problem. If you want the superpower of solving better problems, read this book." -- Eric Schmidt, former CEO, Google

Are you solving the right problems? Have you or your colleagues ever worked hard on something, only to find out you were focusing on the wrong problem entirely? Most people have. In a survey, 85 percent of companies said they often struggle to solve the right problems. The consequences are severe: Leaders fight the wrong strategic battles. Teams spend their energy on low-impact work. Startups build products that nobody wants. Organizations implement "solutions" that somehow make things worse, not better. Everywhere you look, the waste is staggering. As Peter Drucker pointed out, there's nothing more dangerous than the right answer to the wrong question. There is a way to do better. The key is reframing, a crucial, underutilized skill that you can master with the help of this book. Using real-world stories and unforgettable examples like "the slow elevator problem," author Thomas Wedell-Wedellsborg offers a simple, three-step method - Frame, Reframe, Move Forward - that anyone can use to start solving the right problems. Reframing is not difficult to learn. It can be used on everyday challenges and on the biggest, trickiest problems you face. In this visually engaging, deeply researched book, you'll learn from leaders at large companies, from entrepreneurs, consultants, nonprofit leaders, and many other breakthrough thinkers. It's time for everyone to stop barking up the wrong trees. Teach yourself and your team to reframe, and growth and success will follow.

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What is it about the top tech product companies such as Amazon, Apple, Google, Netflix and Tesla that enables their record of consistent innovation? Most people think it's because these companies are somehow able to find and attract a level of talent that makes this innovation possible. But the real advantage these companies have is not so much who they hire, but rather how they enable their people to work together to solve hard problems and create extraordinary products. As legendary Silicon Valley coach--and coach to the founders of several of today's leading tech companies--Bill Campbell said, "Leadership is about recognizing that there's a greatness in everyone, and your job is to create an environment where that greatness can emerge." The goal of EMPOWERED is to provide you, as a leader of product management, product design, or engineering, with everything you'll need to create just such an environment. As partners at The Silicon Valley Product Group, Marty Cagan and Chris Jones have long worked to reveal the best practices of the most consistently innovative companies in the world. A natural companion to the bestseller INSPIRED, EMPOWERED tackles head-on the reason why most companies fail to truly leverage the potential of their people to innovate: product leadership. The book covers: what it means to be an empowered product team, and how this is different from the "feature teams" used by most companies to build technology products recruiting and coaching the members of product teams, first to competence, and then to reach their potential creating an inspiring product vision along with an insights-driven product strategy translating that strategy into action by empowering teams with specific objectives—problems to solve—rather than features to build redefining the relationship of the product teams to the rest of the company detailing the changes necessary to effectively and successfully transform your organization to truly empowered product teams

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EMPOWERED puts decades of lessons learned from the best leaders of the top technology companies in your hand as a guide. It shows you how to become the leader your team and company needs to not only survive but thrive.

Are you planning to move from projects to products? Do you relish listening to your customers? Does the curiosity urge the creativity in you to solve real-world problems? Are you a number lover? If your reaction is yes, then it is a must-read for you. Get involve, delight, and excite about the entire journey of envisaging, creating, and managing a successful customer-oriented and value propositional product.

From Facebook Messenger to Kik, and from Slack bots to Google Assistant, Amazon Alexa, and email bots, the new conversational apps are revolutionizing the way we interact with software. This practical guide shows you how to design and build great conversational experiences and delightful bots that help people be more productive, whether it's for a new consumer service or an enterprise efficiency product. Ideal for designers, product managers, and entrepreneurs, this book explores what works and what doesn't in real-world bot examples, and provides practical design patterns for your bot-building toolbox. You'll learn how to use an effective onboarding process, outline different flows, define a bot personality, and choose the right balance of rich control and text. Explore different bot use-cases and design best practices Understand bot anatomy—such as brand and personality, conversations, advanced UI controls—and their associated design patterns Learn steps for building a Facebook Messenger consumer bot and a Slack business bot Explore the lessons learned and shared experiences of designers and entrepreneurs who have built bots Design and prototype your first bot, and experiment with user feedback

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The System Design Interview, by Lewis C. Lin and Shivam P. Patel, is a comprehensive book that provides the necessary knowledge, concepts, and skills to pass your system design interview. It's written by industry professionals from Facebook & Google. Get their insider perspective on the proven, practical techniques for answering system design questions like Design YouTube or Design a TinyURL solution. Unlike others, this book teaches you exactly what you need to know. FEATURING THE PEDALS METHOD?, THE BEST FRAMEWORK FOR SYSTEM DESIGN QUESTIONS

The book revolves around an effective six-step process called PEDALS:- Process Requirements- Estimate- Design the Service- Articulate the Data Model- List the Architectural Components- Scale

PEDALS demystifies the confusing system design interview by breaking it down into manageable steps. It's almost like a recipe: each step adds to the next. PEDALS helps you make a clear progression that starts from zero and ends with a functional, scalable system. The book explains how you can use PEDALS as a blueprint for acing the system design interview. The book also includes detailed examples of how you can use PEDALS for the most popular system design questions, including:- Design YouTube- Design Twitter- Design AutoSuggest- Design a TinyURL solution

ALSO COVERED IN THE BOOK- What to expect and what interviewers look for in an ideal answer- How to estimate server, storage, and bandwidth needs- How to design data models and navigate discussions around SQL vs. NoSQL- How to draw architecture diagrams- How to build a basic cloud architecture- How to scale a cloud architecture for millions of users- Learn the best system strategies to reduce latency, improve efficiency, and maintain security- Review of technical concepts including CAP Theorem, Hadoop, and Microservices

In "Rise Above the Noise," the author gives an industry insider's perspective on how to answer

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the most common and difficult marketing interview questions. The book will reveal: Answers to marketing interview questions Frameworks on how to tackle marketing case questions Biggest mistakes marketing candidates make at the interview Understand what interviewers are looking for, why they're looking for it, and how to deliver it Questions and answers covered in the book include: What promotional strategies would you use for a Honey Nut Cheerios campaign? Develop a social good campaign for Teavana. Should Hidden Valley increase the price of its ranch dressing? Kit Kat sales declined year-over-year. Why is that, and what would you do to address it? Tell me about a terrible product that's marketed well. "And more..."

"Nicole Jardim walks the talk, and I am confident that Fix Your Period will help ignite the hormone balance you are seeking and restore your vitality." --Sara Gottfried, MD, New York Times bestselling author of The Hormone Cure A life-changing step-by-step natural protocol to ignite lasting hormone balance and improve everything from PMS, period pain, and heavy periods to irregular cycles and missing periods, from Nicole Jardim, certified women's health coach and co-host of the podcast The Period Party. For most women, getting their period sucks. Bloating. Cramps. Acne. Aches. Moodiness. Messiness. No wonder we call it The Curse! For many, it's not just an inconvenience—it's a colossal life disruption, forcing them to miss work, school, appointments, or dates. We've been encouraged to medicate away common period problems with birth control and ibuprofen, and just survive the mood swings as best we can. But as Nicole Jardim explains, periods aren't a nuisance, they're information. When you learn to decode your period (or lack thereof), you'll be able to recognize the underlying hormone imbalances causing your period problems and know how to fix them naturally with Jardim's proven six-week protocol to resolve even the most challenging

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hormone imbalances and menstruation issues. Joining the ranks of books by Jolene Brighten, Sara Gottfried, and Aviva Romm, Nicole Jardim's *Fix Your Period* is essential for women plagued by PMS, irregular, painful, or heavy periods, PCOS, Endometriosis, or fibroids—and for anyone who wants to take charge of her hormonal health—and regain control of her life—naturally.

The third in Robert Greene's bestselling series is now available in a pocket sized concise edition. Following *48 Laws of Power* and *The Art of Seduction*, here is a brilliant distillation of the strategies of war to help you wage triumphant battles everyday. Spanning world civilisations, and synthesising dozens of political, philosophical, and religious texts, *The Concise 33 Strategies of War* is a guide to the subtle social game of everyday life. Based on profound and timeless lessons, it is abundantly illustrated with examples of the genius and folly of everyone from Napoleon to Margaret Thatcher and Hannibal to Ulysses S. Grant, as well as diplomats, captains of industry and Samurai swordsmen.

Land that Dream 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(tm), AARM

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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 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

Former Google Interviewer Reveals How to Get Multiple Job Offers Have an upcoming product manager interview? Perhaps for Google, Facebook, Amazon, or Uber? If so, find out secrets to getting multiple job offers with the world's #1 author on product management interviews: Lewis C. Lin. Secrets of the Product Manager Interview shares what to expect in your product management interviews and how to prepare. Collecting 10+ years of questions from his readers, clients, and workshop attendees, the author answers and reveals his interview secrets in a single book. The Ideal Companion to Decode and Conquer as well as PM Interview Questions Many of you enjoyed reading about the PM interview frameworks revealed in Decode and Conquer, including the

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CIRCLES(TM), AARM(TM) and DIGS(TM) Methods. And others enjoyed Product Manager Interview Questions for the 160+ practice questions. Secrets of the Product Manager Interview takes a different approach. It's not focused on frameworks or practice questions. Instead, it's everything you need to know about product manager interviews. You'll get his secrets on: What to expect at the interview The best way to prepare How to get the first PM job How to interpret interviewer feedback And more... An exciting introduction to astronomy, using recent discoveries and stunning photography to inspire non-science majors about the Universe and science. A brand new book from Amazon.com best-selling author Lewis C. Lin Be the Greatest Product Manager Ever is the playbook on how you can move up the PM career ladder. This book is suitable for PMs of all levels from individual contributors to senior executives. Features the ESTEEM Method(TM), six proven skills to get the career you want Be the Greatest Product Manager Ever features Lewis C. Lin's brand-new career management framework: the ESTEEM Method(TM). The ESTEEM Method(TM) details, for the first time ever, the six core competencies you need to move up in your PM career: Execution Superior Communication Skills Tactical Awareness Extraordinary Mental Toughness Exceptional Team Builder Moonshot Vision Unlike other books, Lin explains not only why but also how. In other words, Lin will reveal his secret frameworks, tools, and wisdom to strengthen your ESTEEM(TM) competencies including: How to Start Every New Job How to Start Every New Job How to Figure Out

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What to Do How Stuff Gets Done: System 1 and 2 How to Sound Authoritative Like a Professor How to Establish Your Value How to Get Others to Do What You Want How to Play Office Politics The One Interview Question You Need to Ask Explain Why Your New Direct Reports Will Struggle How to SCAMPER Your Way to a Moonshot Vision Why the Best Visionaries Get into Technical Details If you've ever wondered what you need to do move up the PM career ladder, Lin provides the secret tools, frameworks, and wisdom to make it to the top from PM to CEO.

A No-Holds-Barred Strategy for Breaking Free from the Chains of Society and Becoming a Great Man Our society is moving in an unfortunate direction. The average man is growing weaker, less ambitious, and more dependent on the approval of those around him. Are you sick and tired of fantasizing about changing careers, dating more attractive women, starting your own business, or making any other significant lifestyle improvement? Then this book is for you. Inside you'll learn an aggressive approach to becoming completely fearless, accomplishing bigger goals, establishing yourself as a leader, and developing an undeniable social presence. The book is broken down into 19 actionable rules, each of which is illustrated by a dominant historical figure as well as a story from the author's own life.

Speed read people, decipher body language, detect lies, and understand human nature. Is it possible to analyze people without them saying a word? Yes, it is. Learn how to become a “mind reader” and forge deep connections. How to get inside

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people's heads without them knowing. Read *People Like a Book* isn't a normal book on body language or facial expressions. Yes, it includes all of those things, as well as new techniques on how to truly detect lies in your everyday life, but this book is more about understanding human psychology and nature. We are who we are because of our experiences and pasts, and this guides our habits and behaviors more than anything else. Parts of this book read like the most interesting and applicable psychology textbook you've ever read. Take a look inside yourself and others! Understand the subtle signals that you are sending out and increase your emotional intelligence. Patrick King is an internationally bestselling author and social skills coach. His writing draws from a variety of sources, from scientific research, academic experience, coaching, and real life experience. Learn the keys to influencing and persuading others.

- What people's limbs can tell us about their emotions.
- Why lie detecting isn't so reliable when ignoring context.
- Diagnosing personality as a means to understanding motivation.
- Deducing the most with the least amount of information.
- Exactly the kinds of eye contact to use and avoid

Find shortcuts to connect quickly and deeply with strangers. The art of reading and analyzing people is truly the art of understanding human nature. Consider it like a cheat code that will allow you to see through people's actions and words. Decode people's thoughts and intentions, and you can go in any direction you want with them.

Looking to become a product manager and launch your product career? Get best

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practices on leading without authority, building products, and acing your PM interviews that I learned on the job at Amazon, Facebook, and other leading technology companies. Updated for 2020, Principles of Product Management is a hands-on, practical guide for new and aspiring product managers. The book has three parts: Principles: Part one covers the leadership principles that PMs use to lead their team to overcome adversity. When your product fails to gain traction, when your team falls apart, or when your manager gives you tough feedback-these are all opportunities to learn principles that will help you succeed. Product development: Part two covers how PMs at Facebook, Amazon, and other top companies build products. We'll walk through the end-to-end product development process- from understanding the customer problem to identifying the right product to build to executing with your team to bring the product to market. Getting the job: Part three covers how you can land a PM job and reach the interview stage at the right company. We'll prep you for the three most common types of PM interviews- product sense, execution, and behavioral-with detailed frameworks and examples for each. Hear directly from product leaders at Airbnb, Amazon, Google, and more on: How to overcome challenging situations from a VP of Product at Amazon. How to build a great product roadmap from product leaders at LinkedIn and Airbnb. How Google, Airbnb, and other top companies evaluate PM candidates from leaders at those companies. How PMs can grow their career from a Director at Instagram and Twitter. Table of Contents 1. Principles Take Ownership

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Prioritize and Execute Start with Why Find the Truth Be Radically Transparent Be Honest with Yourself 2. Product Development Product Development Loop Understanding the Customer Problem Selecting a Goal Metric Mission, Vision, and Strategy Building a Product Roadmap Defining Product Requirements Great Project Management Effective Communication Making Good Decisions 3. Getting the Job Preparing for the Transition Making the Transition Finding the Right Company Acing your PM Interviews Product Sense Interview Execution Interview Behavioral Interview Your First 30 Days 4. Product Leader Interviews

Preparing for Product Interviews is a one-stop guide for anyone wishing to successfully ace a Product Management Interview and land a job in PM. The book contains sample interview cases for the different types of product cases, as well as information on how to get shortlisted for PM interviews. Apart from these, the book contains interviews with established Product Managers in the global technology industry, which will help you better understand the PM role.

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

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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."

In *The Marketing Interview*, Lewis C. Lin gives an industry insider's perspective on how to answer the most common and difficult marketing interview questions. The book will reveal: Answers to marketing interview questions Frameworks on how to tackle marketing case questions Biggest mistakes marketing candidates make at the interview Understand what interviewers are looking for, why they're looking for it, and how to deliver it This book is ideal for anyone who is interviewing any marketing role, including the most coveted roles in CPG, Tech, and Financial Services: CPG: P&G, Clorox, Kraft, Heinz, Nestle, Pepsi, Colgate, S.C. Johnson, Unilever, Reckitt Benckiser, Hershey Foods, Campbell Soup Company Tech: Apple, Amazon, Google, Facebook, Microsoft, Uber, Dell, HP, IBM, Cisco, Paypal, Yelp, Airbnb, Pinterest Financial Services: American Express, Visa, Citi, HSBC, UBS, Barclays, Santander, Standard Chartered, And more... Questions and answers covered in the book include: What promotional strategies would you use for a Honey Nut Cheerios campaign? Develop a social good campaign for Teavana. Should Hidden Valley increase the price of its ranch dressing? Kit Kat sales declined year-over-year. Why is that, and what would you do to address it? Tell me about a terrible product that's marketed well. And more... This new second

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edition includes chapters on digital marketing including: A/B Testing Landing Page Testing Lead Scoring And more...

From the author of Die Empty and The Accidental Creative, a new framework for understanding what motivates us and why. What drives us to unleash our best work? And how do we tap into that drive to get superior results with our managers, coworkers, and direct reports? As Todd Henry reveals in this illuminating book, drawing on decades of research and interviews with over 100,000 people, the answer is not one size fits all: some people are energized by a race against the clock, while others put in extra effort only when they feel part of a team. For still others, nothing is as motivating as the possibility of public recognition. Henry shows, in fact, that there are twenty-seven "motivational themes", each with its own unique DNA. For instance:

- Those driven to Achieve Potential strive to build an ideal future, even when others may not see as far ahead.
- Those needing to Overcome must conquer whatever obstacles come their way, no matter how difficult or time-consuming.
- Those who strive to Comprehend and Express are obsessed with mastering new skills and showing off what they know--which is often a lot.
- Those who want to Make It Right thrive when systems are running smoothly and usually know the "proper way" to do things.

The Motivation Code teaches us to decode our Core Motivation so that we can have conversations, make decisions, and even choose career paths that lead us to experience engagement and fulfillment. Once we know how to activate our inner drivers, we can transform the work

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we do into work we love.

Covers topics including HTTP methods and status codes, optimizing proxies, designing web crawlers, content negotiation, and load-balancing strategies.

Thinking strategically is what separates managers and leaders. Learn the fundamentals about how to create winning strategy and lead your team to deliver it. From understanding what strategy can do for you, through to creating a strategy and engaging others with strategy, this book offers practical guidance and expert tips. It is peppered with punchy, memorable examples from real leaders winning (and losing) with real world strategies. It can be read as a whole or you can dip into the easy-to-read, bite-size sections as and when you need to deal with a particular issue. The structure has been specially designed to make sections quick and easy to use – you'll find yourself referring back to them again and again.

The surprising and compelling story of two rival geniuses in an all-out race to decode one of the world's most famous documents—the Rosetta Stone—and their twenty-year-long battle to solve the mystery of ancient Egypt's hieroglyphs. The Rosetta Stone is one of the most famous objects in the world, attracting millions of visitors to the British museum every year, and yet most people don't really know what it is. Discovered in a pile of rubble in 1799, this slab of stone proved to be the key to unlocking a lost language that baffled scholars for centuries. Carved in ancient Egypt, the Rosetta Stone carried the same message in different languages—in Greek using Greek letters,

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and in Egyptian using picture-writing called hieroglyphs. Until its discovery, no one in the world knew how to read the hieroglyphs that covered every temple and text and statue in Egypt. Dominating the world for thirty centuries, ancient Egypt was the mightiest empire the world had ever known, yet everything about it—the pyramids, mummies, the Sphinx—was shrouded in mystery. Whoever was able to decipher the Rosetta Stone, and learn how to read hieroglyphs, would solve that mystery and fling open a door that had been locked for two thousand years. Two brilliant rivals set out to win that prize. One was English, the other French, at a time when England and France were enemies and the world's two great superpowers. *The Writing of the Gods* chronicles this high-stakes intellectual race in which the winner would win glory for both himself and his nation. A riveting portrait of empires both ancient and modern, this is an unparalleled look at the culture and history of ancient Egypt and a fascinating, fast-paced story of human folly and discovery unlike any other.

Product management is a big role, and this a big book. From the authors of the best-selling *Cracking the PM Interview* comes the comprehensive guide to the skills, frameworks, and practices to become a great product manager. It will help you level-up your skills and career from your first product management role through product leadership. You'll learn how to:

- * Design high-quality products that delight users and solve people's needs.
- * Run and deliver your projects quickly, smoothly, and effectively.
- * Create product visions and strategies to set direction and optimize for long-term

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impact.* Lead people and influence without authority.* Manage people, develop great PMs, build great teams, and create great product organizations.* Manage your career so you can translate your efforts into the recognition you deserve. This book will teach you the reliable frameworks and best practices that improve your chances of shipping a successful product. The frameworks won't transform you into a great product manager overnight or guarantee that your products never fail, but they'll help you avoid the most common problems and give you the structure to start experimenting, reflecting, and improving. Topics include: * Getting Started: the product life cycle; the first 90 days* Product Skills: user research; A/B tests; problem solving frameworks; systems thinking; product discovery; design sprints; ethical product design; technical terms and concepts; product documentation (specs and PRDs)* Execution Skills: agile project management; minimum viable products (MVPs); incremental development; product launches; time management; overcoming obstacles* Strategic Skills: product vision; strategy; roadmaps; goals and OKRs* Leadership Skills: growth mindset; ownership mentality; influencing without authority; stakeholder management; collaboration; communication; inspiring a team; mentoring; working with designers, engineers, and executives* People Management Skills: becoming a people manager; being a member of the leadership team; reviewing work; holding people accountable; coaching and development; recruiting and interviewing; product processes; organizational structures* Careers: career ladders; career goals; partnering with your manager; picking the right team;

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negotiations; networking; handling bad situations; career options beyond PM Interview Math provides over 50 practice problems and answers to help job seekers master quantitative interview questions including: Market Sizing Revenue Estimates Profitability Breakeven Pricing Customer Lifetime Value If you're interviewing at one of the highly sought after positions below, you'll need to master these interview math questions: Management Consulting: McKinsey, Bain, Boston Consulting Group, Deloitte General Management: Capital One, Taser Marketing: General Mills, Google, Hershey Software Engineering: Goldman Sachs, Microsoft Finance: American Airlines, Best Buy, JetBlue You'll learn interview math concept and principles - and then master those concepts with over 50 practice questions filled with detailed answers. After going through the book, candidates will feel knowledgeable, confident, relaxed and ready to tackle interview math questions.

"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. 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!

Addresses key questions about the nature of professional relationships, explaining how companies are irrevocably shaped by positive and negative relationships between colleagues, in a guide that shares strategies for building strong and flexible working relationships that can

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endure difficult interpersonal challenges.

Attempting to land a new job in product management is daunting. For starters, there have been no comprehensive blueprints for success. The interview process is grueling. Few candidates receive offers. Product Sense is the only comprehensive, yet accessible, resource available to help navigate a complex process and succeed in a hyper-competitive market. What will you learn from this book? The required PM common traits - ones that all PMs need to embody to get a job (regardless of industry, company, or product). The single, most crucial PM problem - What it is, why it is key to the role, and how to tackle it in four steps. Master our brand new "Compass Framework" - We designed our own proprietary interview framework from the ground up, which you can use to navigate product sense, execution, and leadership PM interview questions. How to get a job - A step-by-step hand-holding on what to do to land the most desired roles. Including take-home assignments, recruiter & hiring manager screens, and crafting your unique narrative - your PM Superpower. What's also inside? A detailed breakdown of the hiring criteria for PMs at FAANG and other tech companies Super-detailed example answers to tough PM interview case questions. An inside look at PM. Dozens of first-hand stories, interviews, real life examples, and no-fluff advice A robust glossary of PM terms used throughout the industry for easy reference This book will benefit those who are considering becoming PMs, those who are attempting to switch into product management from another role, or folks who are already PMs but want to be most prepared when applying for a new job. Here's what readers say about Product Sense: "Product Sense helped me understand if PM is the right career path for me. Easy to read, clear, concise, and jam-packed full of insight and examples that illustrate all the concepts, this is the perfect starting point for

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anyone new to the field, and goes well beyond that for those looking to advance their career." "Peter is one of the best strategic and tactical product minds I've ever worked with. For that reason, I'm not at all surprised that what he and Braxton have written here is a definitive guide to Product Management in today's ultra-competitive market." "After reading Cracking the PM Interview, I was still lost as to how to structure my answers to case questions. While I understand that there is no "right way" to answer these interview questions, I appreciated that Product Sense gave me firm and clear guidance, walking me through the basics of PM thinking and how to adopt it in my interview answers. It was reassuring to see that the best mock interviews have all of the elements of Product Sense's Compass Framework. If CTPMI is the first step to prepare for landing a PM Role, then Product Sense is definitely the second step." **WANT A NON-CODING JOB AT A TECH COMPANY?** Interested in product management, marketing, strategy, or business development? The tech industry is the place to be: nontechnical employees at tech companies outnumber their engineering counterparts almost 3 to 1 (Forbes, 2017). You might be worried that your lack of coding skills or tech industry knowledge will hold you back. But here's the secret: you don't need to learn how to code to break into the tech industry. Written by three former Microsoft PMs, *Swipe to Unlock* gives you a breakdown of the concepts you need to know to crush your interviews, like software development, big data, and internet security. We'll explain how Google's ad targeting algorithm works, but Google probably won't ask you how to explain it in a non-technical interview. But they might ask you how you could increase ad revenue from a particular market segment. And if you know how Google's ad platform works, you'll be in a far stronger position to come up with good growth strategies. We'll show you how Robinhood, an app that lets you trade stocks

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without commission, makes money by earning interest on the unspent money that users keep in their accounts. No one will ask you to explain this. But if someone asks you to come up with a new monetization strategy for Venmo (which lets you send and receive money without fees), you could pull out the Robinhood anecdote to propose that Venmo earn interest off the money sitting in users' accounts. We'll talk about some business cases like why Microsoft acquired LinkedIn. Microsoft interviewers probably won't ask you about the motive of the purchase, but they might ask you for ideas to improve Microsoft Outlook. From our case study, you'll learn how the Microsoft and LinkedIn ecosystems could work together, which can help you craft creative, impactful answers. You could propose that Outlook use LinkedIn's social graph to give salespeople insights about clients before meeting them. Or you could suggest linking Outlook's organizational tree to LinkedIn to let HR managers analyze their company's hierarchy and figure out what kind of talent they need to add. (We'll further explore both ideas in the book.) Either way, you're sure to impress. Learn the must know concepts of tech from authors who have received job offers for Facebook's Rotational Product Manager, Google's Associate Product Marketing Manager, and Microsoft's Program Manager to get a competitive edge at your interviews!

NOTE: This is the OLDER 1st edition. The NEWER 2nd edition, re-titled as PM Interview Questions, is available here: <http://amzn.to/2crlN1I> ----- Over 160 Real PM Interview Workbook from Top Tech Companies 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

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Amazon Uber Dropbox Microsoft Fully Solved Solutions The book contains fully solved solutions so 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? 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 the best PM interview responses look and feel like.

NOTE: This is the NEWER 3rd edition for the book formerly titled PM Interview Questions. -- 164 Actual PM Interview Questions From the creator of the CIRCLES Method(TM), The Product Manager Interview is a resource you don't want to miss. The world's expert in product management interviews, Lewis C. Lin, gives readers 164 practice questions to gain product management (PM) proficiency and master the PM interview including: Google Facebook Amazon Uber Dropbox Microsoft Fully Solved Solutions The book contains fully solved

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solutions so readers can learn, improve and do their best at the PM interview. Here are 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? 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 Interview is the perfect complement to Decode and Conquer. With over 160 practice questions, you'll see what the best PM interview responses look and feel like. Brand New Third Edition Many of the sample answers have been re-written from scratch. The sample answers are now stronger and easier to follow. In total, thousands of changes have made in this brand new third edition of the book. Preferred by the World's Top Universities Here's what students and staff have to say about the Lewis C. Lin: DUKE UNIVERSITY I was so touched by your presentation this morning. It was really helpful. UNIVERSITY OF MICHIGAN I can say your class is the best that I have ever attended. I will definitely use knowledge I learned today for future interviews. COLUMBIA UNIVERSITY I'd like to let you know that your workshop today is super awesome! It's the best workshop I have been to since I came to Columbia Business School. Thank you very much for

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the tips, frameworks, and the very clear and well-structured instruction! UNIVERSITY OF TEXAS AT AUSTIN I wanted to reiterate how much I enjoyed your workshops today. Thank you so much for taking time out and teaching us about these much-needed principles and frameworks. I actually plan to print out a few slides and paste them on my walls! CARNEGIE MELLON UNIVERSITY I'm a very big admirer of your work. We, at Tepper, follow your books like the Bible. As a former associate product manager, I was able to connect your concepts back to my work experience back and Pragmatic Marketing training. I'm really looking forward to apply your teachings.

NEW YORK TIMES BESTSELLER USA TODAY BESTSELLER Amazon, Apple, Facebook, and Google are the four most influential companies on the planet. Just about everyone thinks they know how they got there. Just about everyone is wrong. For all that's been written about the Four over the last two decades, no one has captured their power and staggering success as insightfully as Scott Galloway. Instead of buying the myths these companies broadcast, Galloway asks fundamental questions. How did the Four infiltrate our lives so completely that they're almost impossible to avoid (or boycott)? Why does the stock market forgive them for sins that would destroy other firms? And as they race to become the world's first trillion-dollar company, can anyone challenge them? In the same irreverent style that has made him one of the world's most celebrated business professors, Galloway deconstructs the strategies of the Four that lurk beneath their shiny veneers. He shows how they manipulate the fundamental emotional needs that have driven us since our ancestors lived in caves, at a speed and scope others can't match. And he reveals how you can apply the lessons of their ascent to your own business or career. Whether you want to compete with them, do business with them, or simply

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live in the world they dominate, you need to understand the Four.

The board-certified specialists of the American College of Veterinary Behaviorists are here to decode how dogs think, how they communicate, and how they learn. More than 90 percent of dog owners consider their pets to be members of their family. But often, despite our best intentions, we are letting our dogs down by not giving them the guidance and direction they need. Unwanted behavior is the number-one reason dogs are relinquished to shelters and rescue groups. The key to training dogs effectively is first to understand why our dogs do what they do. And no one can address this more authoritatively than the diplomates of the American College of Veterinary Behaviorists, whose expert and researched work analyze problem behaviors and correct common misconceptions. With veterinary-approved positive training methods, expert advice on socialization, and remedies for behavior problems such as OCD and aggression, *Decoding Your Dog* is the must-have behavior guide that will challenge the way we think about man's best friend.

Data is at the center of many challenges in system design today. Difficult issues need to be figured out, such as scalability, consistency, reliability, efficiency, and maintainability. In addition, we have an overwhelming variety of tools, including relational databases, NoSQL datastores, stream or batch processors, and

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message brokers. What are the right choices for your application? How do you make sense of all these buzzwords? In this practical and comprehensive guide, author Martin Kleppmann helps you navigate this diverse landscape by examining the pros and cons of various technologies for processing and storing data. Software keeps changing, but the fundamental principles remain the same. With this book, software engineers and architects will learn how to apply those ideas in practice, and how to make full use of data in modern applications. Peer under the hood of the systems you already use, and learn how to use and operate them more effectively Make informed decisions by identifying the strengths and weaknesses of different tools Navigate the trade-offs around consistency, scalability, fault tolerance, and complexity Understand the distributed systems research upon which modern databases are built Peek behind the scenes of major online services, and learn from their architectures Written by bestselling author and salary negotiation expert, Lewis C. Lin, 71 Brilliant Salary Negotiation Email Samples reveals how you can get the salary you deserve with easy-to-use email samples and phone scripts. It covers important negotiation scenarios including: Raises Base salaries Bonuses Stock options Early review More vacation time Flexible hours Relocation assistance Tuition reimbursement Severance package Visa sponsorship Unlike other

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negotiation books, you will never be left guessing how to apply a negotiation theory or principle. The book tells how to phrase your negotiation request, including the exact words to use. With these email samples, you'll gain the peace of mind that your salary negotiation request will come across as professional and courteous, while getting the results you want. Special BONUSSES include: The magical ONE MINUTE salary negotiation script Frequently asked questions about the negotiation process, including common mistakes and SECRET tactics Six bonus email and phone scripts for RECRUITERS and HIRING MANAGERS to close candidates

“Dr. Marcy Buehler prefaces her insightful self-help book *The Conqueress* by admitting something that will ring true for many: she took the world by storm in her youth even if it meant learning the hard way, but secretly, she felt deeply insecure. Her life steamrolled along with bravado in spite of this inconvenient fact until she experienced “The Fall,” losing what seemed to be everything of value — her husband, her financial success, and her prized possessions. Suddenly left face to face with her inner self, the blithe lack of self-awareness she clung to when things were easy turns to inescapable anguish. With a daughter to support, Dr. Marcy B determines to do the hard work of enduring, and eventually thriving, with a little help from an intrinsic spark of life she calls “*The Conqueress*.” To

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better herself, and inspire her daughter, she embarks on a transformative journey towards “allowing the intuitive voice of the Conqueress to guide the course of my life.” Dr. Marcy B proclaims that she’s done sacrificing her integrity and wants to “let go of the messages, standards, and opinions of others. There is no other choice.” Her shift is miraculous, having successfully recovered from the gamut: divorce, codependency, addiction, low self-worth, and eating disorders. So listen up because she’s prepared to teach us her ways. A transformational yoga experience led her to India and played a significant role in her spiritual awakening. Meanwhile, she’s equally comfortable dissecting neuroplasticity or “the ability of the physical brain to actually rewire itself and build new neural pathways.” This balance between the abstract and the practical makes for an enjoyable yet functional read, one that serves as both an inspirational text and a workbook. The doctor is in to disprove “the notion that one cannot be both scientific and spiritual,” and it’s a hopeful concept. They unite mightily to create a game plan for renewal that she calls the FEATs approach: Feel, Explore, Acceptance, Transform. Dr. Marcy B is a pro at outlines, so her book is structured handily. She identifies four necessary shifts for transformation to take hold: Physical, Psychological, Social, and Spiritual and integrates the use of light, sound, vibration, movement, and imagery throughout the book. These latter

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components help restore homeostasis, aka the stability and balance of your body's systems. Note the plentiful scientific terms and evidence peppered throughout. While Dr. Marcy B says that "my most profound experiences of spiritual knowledge served as a reminder to trust myself - to always trust myself," her engagement with a solid factual foundation allows us to trust her too. Additionally, she writes in an extremely accessible style, presenting lessons that are easily understood but speak volumes. Like a gentle therapist, (therapy is something she sincerely encourages by the way) she offers kind, empathetic advice backed by years of study. I'm sure you've heard that people are onions. Dr. Marcy B takes that metaphor and runs with it, describing our journey as peeling back four layers through the application of FEATs. The first layer contains tools of mindfulness, breath and meditation, and a breakdown of each. She even provides a soothing meditation script. In layer two, when we explore, we start getting to the sources of "fear-based messages and false and limiting beliefs." She again introduces tools, one being journaling. To those of you who sit and exasperatedly stare at a blank notebook page, never fear; our author gives directions to optimize the experience and make the most of this potentially powerful tool. Layer three, Acceptance, is a tricky one. After all, the author herself had a plan for her perfect life that she had to relinquish. Naturally, a little

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perspective shift and some incorporation of gratitude didn't hurt, but she has still more tips and tricks up her sleeve. The final layer, Transform, utilizes imagery and visualizations to narrow in on that inner Conqueress. Dr. Marcy B details her own "unfolding," and assures us that we too "now have the Tools to transform your life. The outcome will exceed your wildest dreams. Trust the Conqueress to know how to achieve them." Closing The Conqueress, the reader indeed has plenty to work with and work towards; the journey is led by a sincerely gifted guide in Dr. Marcy Buehler. " BookTrib, 2021

A primer on the future of PR, marketing and advertising — now revised and updated with new case studies "Forget everything you thought you knew about marketing and read this book. And then make everyone you work with read it, too." —Jason Harris, CEO of Mekanism Megabrands like Dropbox, Instagram, Snapchat, and Airbnb were barely a blip on the radar years ago, but now they're worth billions—with hardly a dime spent on traditional marketing. No press releases, no TV commercials, no billboards. Instead, they relied on growth hacking to reach users and build their businesses. Growth hackers have thrown out the old playbook and replaced it with tools that are testable, trackable, and scalable. They believe that products and businesses should be modified repeatedly until they're primed to generate explosive reactions. Bestselling

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author Ryan Holiday, the acclaimed marketing guru for many successful brands, authors, and musicians, explains the new rules in a book that has become a marketing classic in Silicon Valley and around the world. This new edition is updated with cutting-edge case studies of startups, brands, and small businesses. Growth Hacker Marketing is the go-to playbook for any company or entrepreneur looking to build and grow.

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