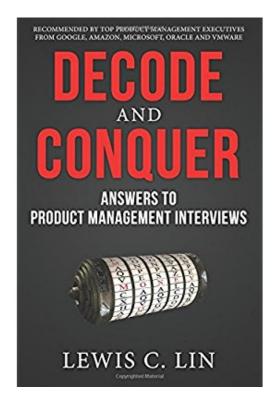
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Synopsis:

From the Back Cover PRAISE FOR DECODE AND CONQUERRecommended by top executives from GOOGLE, AMAZON, MICROSOFT, ORACLE & VMWARE Decode and Conquer is a great resource for product management candidates to see real responses to actual PM case questions.' -- John Kim, Senior Vice President, Global Products, EXPEDIA 'Lewis blends his deep product experience with the art, science and psychology of PM interviews in Decode and Conquer.' -- Phil Mui, Former Group Product Manager, GOOGLE 'If you've ever failed a product management interview, you know how hard it is to prepare and do well. With Decode and Conquer, Lewis provides frameworks and sample answers to help you conquer the interview.' -- Roberto Figueroa, Former Vice President, Product Development, YAHOO!'Getting the interview is one thing, but convincing the hiring manager to give you an offer is another. In Decode and Conquer, Lin uses compelling real-world questions and answers to demonstrate how you can be effective in your interview.'-- Bruce Jaffe, Former Corporate Vice President, MICROSOFT 'Decode and Conquer is a fascinating book about how to succeed in product management interviews, especially case questions. It's essential reading for anyone trying to succeed in a competitive product management job market.'-- Sandi Lin, Former AMAZON Bar Raiser and Senior Manager, Product Management 'Decode and Conquer provides powerful frameworks to tackle product management case questions effectively. It is a must read for hiring managers and anyone interviewing for a PM position.'-- Karthik Rau, Former Vice President, Product Management, VMWARE'There are plenty of books focused on interviewing, but Decode and Conquer is the first one that focuses on product management interviews. It's a unique, indispensable find that deserves to be on the bookshelf on every product management professional.' -- Ingrid Stabb, Senior Director, ORACLE Read more About the Author LEWIS C. LIN is CEO of Impact Interview, an interview coaching firm. Lewis was named by CNN as one of the 'top 10 job tweeters you should be following.' He has also been featured on FOX, ABC News, San Francisco Chronicle, The Atlantic, The Telegraph, and Business Insider. Before Impact Interview, Lewis was Microsoff's Director of Product Management. Prior to Microsoft, he worked at Google, leading new AdWords product launches. Lewis holds a B.S. in computer science from Stanford University and an M.B.A. from Northwestern University's Kellogg School of Management. He also serves on the advisory board for University of Washington's software product management program. Read more

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