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understand the core concepts of tech and the business strategy behind it. It is a must-read for anyone interested in product management, marketing, business strategy, or sales roles in the tech industry.

Swipe to Unlock: A Primer on Technology and Business Strategy

Swipe to unlock is a very concise and well-written guide on how modern technologies and tech business work and operate. It is written for a general audience with no assumption of any prior understanding of the tech scene, and honestly, it does a really good job getting people up to speed.

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Authored by 3 Product Managers at Google, Facebook, and Microsoft, Swipe to Unlock is a comprehensive guide on the must-know concepts of technology and business strategy. It is a must-read for anyone pursuing product management, design, marketing, consulting or business strategy roles in the tech industry.

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of the concepts you need to know to crush
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development, big data, and internet
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Neel Mehta's Author Bio | Swipe to Unlock

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the secret: you don't need to learn how to
code to break into the tech industry.
Written by three former Microsoft PMs,

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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 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

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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

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this evolving medium, she naturally incorporates visuals, such as timelines and data visualizations throughout. In addition to providing actionable rules to follow for creating high-impact visual content, Balliett also explores the latest trends, including visual search, augmented reality (AR), and virtual reality (VR). Then, she looks forward to what lies ahead in this dynamic field. The book's topics can benefit readers in a range of professions where visual content is now vital to sharing a message. Learn best practices for visual communication Gain inspiration from countless visual examples Stay on top of the latest trends in visual communication Understand visual communication for marketing, sales, design, HR, and more Killer Visual Strategies provides a clearer picture of the evolution of visual communication as a fundamental part of how a story is told.

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Some experts say that cryptocurrencies and blockchains are just a scam; others say they're "the most important invention since the internet." It's hard to tell who's right.

Authored by Product Managers from Google, Microsoft, and Facebook, Bubble or Revolution cuts through the hype to offer a balanced, comprehensive, and accessible analysis of blockchains and cryptocurrencies. You'll learn the core concepts of these technologies and understand their strengths and weaknesses from real-world case studies; dive deep into their technical, economic, political, and legal complexities; and gain insights about their future from exclusive interviews with dozens of tech industry leaders. No coding or math needed! Are cryptocurrencies and blockchains a bubble or a revolution? We'll help you decide for yourself. What's inside: Bitcoin and the

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A highly readable account of a complex subject, *In Math We Trust* is all you need to find out about Bitcoin, cryptocurrency, the future of money and the journey to being your own bank. Money is the most important human invention after language. It provides tokens for the faith we have in each other and society, but that trust has been violated repeatedly throughout history by the middlemen and authorities we rely upon in order to transact with each other. Now a new kind of money promises to rescue us from these tyrants and return us to the roots of money, without relying on third-parties. Instead of putting our faith in banks and governments, we can trust math. Simon Dingle has been working with Bitcoin and other cryptocurrencies since 2011, designing products that make it easier to engage with this new world of money. He is also a

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broadcaster, writer and speaker who makes complex subjects simple for his audiences. Having led the product team at one of the world's first Bitcoin exchanges and on other popular fintech products, Simon continues to design and invest in projects that make money more fair, this in addition to his weekly radio show that helps people with technology more generally. In this book Simon looks at the evolution of human trust that not only explains how cryptocurrencies work and the origins of Bitcoin, but how you can use these networks to take control of your own financial universe.

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- Are you a graduate student with no business knowledge and have a plan of starting a business without or little money
- Do you have an inferiority complex that

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1) Why should you start a business
2) Things you should fix before starting a business so that once you start the business you are not bothered by any crisis
3) Four pillars of business on how to start a company
4) Living the entrepreneurial life and Time Management

What will I find inside this startup book?

Concepts - A total of 72 concepts

Stories - Failure Story and Success Story for every

Concept, a total of 145+ startup stories

Statistics - Startup/Business statistics with

respect to that concept

Quote/s - By famous mentors, business persons about

w.r.t. concept

Concept Explanation - In a paragraph (No bombarding of theory)

Scientific Formula - A readymade Model,

diagram or table form to copy and

implement in your business

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- Secret related to that concept which no entrepreneur would share How to start a business in less than 6 months and crunch first 5 years of a startup journey without MBA Degree, reading thick business books, watching an unending list of YouTube business videos or joining any startup accelerator even if you have no money, have a home based business or have zero business experience. Take Off is a perfect guide for firing up your Startup Dream. So if you want to discover how to start a business and set yourself up for success, click "Buy Now"!

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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:*

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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 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:*

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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

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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

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