

10 INTERVIEW QUESTIONS TO ASK A PRODUCT MANAGER

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How do you define product success?

If you only had time to build one product, how would you decide which to build?



How do you involve your customer in product direction?



What is your current or previous role on your team?



How do you get the info you need to make decisions?

What do you find difficult in writing direction for engineers?



What would you change in your favorite product & why?



How did you determine the success or failure of a recent product or feature launch?



How does your competitor or market drive your product decisions?



What recent books have you read?



“Good product managers crisply define the target, the “what” (as opposed to the how) and manage the delivery of the “what.” Bad product managers feel best about themselves when they figure out “how.” – Ben Horowitz

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