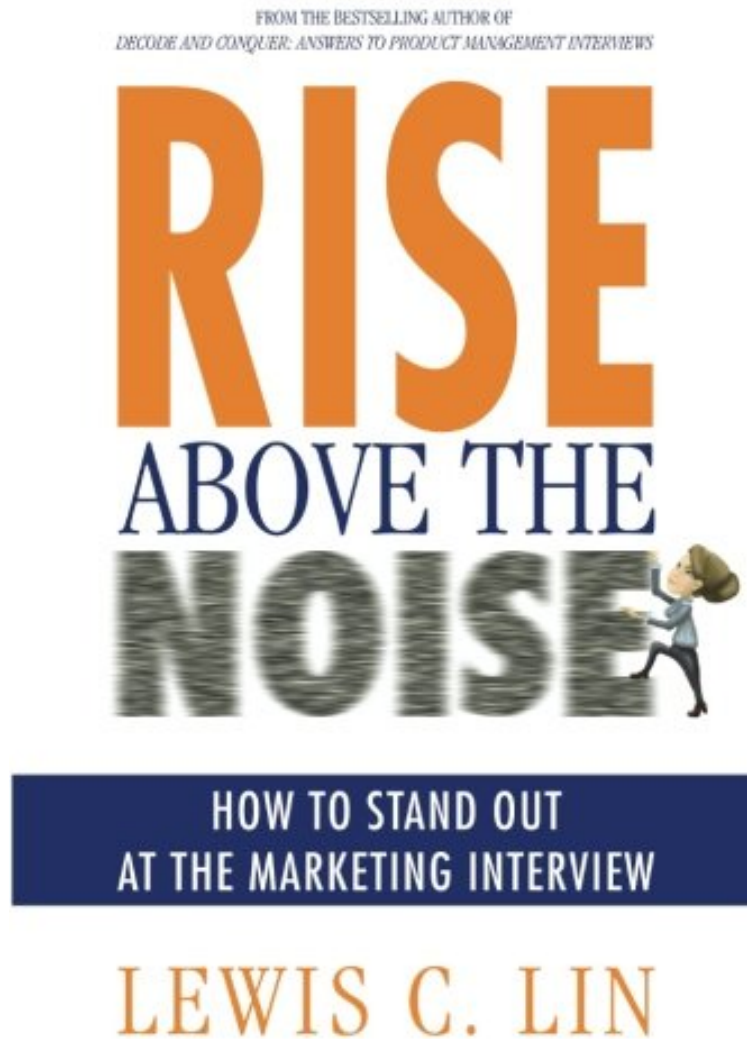


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Rise Above the Noise: How to Stand Out at the Marketing Interview

Lewis C. Lin

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Lewis C. Lin : Rise Above the Noise: How to Stand Out at the Marketing Interview before purchasing it in order to gage whether or not it would be worth my time, and all praised Rise Above the Noise: How to Stand Out at the Marketing Interview:

2 of 2 people found the following review helpful. Got the job!By Michael L.Great book with no fluff, READ ALL OF IT!I'm an MBA student and I recently pivoted from non-profit management to product management with a tech company. My internship was with a Bay Area start-up and I have an offer with a large global tech company for the

following year. This book covers much more than tech, it's for all marketing interviews. I read this in conjunction with Lewis Lin's other book, *Decode and Conquer*, and will say that these books are COMPLETELY different. There is nearly 0 overlap between the two and reading each one will give you different frameworks to work with, this one obviously tailored to a marketing interview. Lewis takes you through classic marketing interview questions and delves into what the interviewer is REALLY asking, beyond what the question itself asks. He not only gives examples of bad responses (which is how I would have responded to these questions in the past) and how they can be improved and why. The frameworks proposed in the book are clear and concise. This is a good thing because the last thing you want to do is try to run through a complicated framework in the hotseat of an interview. Simple frameworks allow you to organize your thoughts and share it with the interviewer in a way that the interviewer will understand exactly what you are talking about. Overall I love the progression of this book and how it's organized. There's also no wasted sections, every part of this book is in there for a reason and very meaningful. I would go as far as saying some MBA programs should require this as a supplement to marketing classes, it takes a theoretical approach given in MBA classroom and applies very practical uses that can be used in interviews as well.

0 of 0 people found the following review helpful.
Well organized book full of simple yet powerful frameworks and illuminating examples
By Stephen Hammond
This book is structured in a very logical and easy to navigate way. The frameworks are powerful, yet simple and clearly explained. The example answers, which come in both good and bad versions, are insightful and do a great job of bringing the frameworks to life. Beyond its value as a Marketing interview guide, it does a great job of giving a taste of what Marketers do on a day-to-day basis. The Marketing 101 class I took back in undergrad would have made a lot more sense if I had had this book as a companion to the required textbooks. Highly recommend if you're at all interested in Marketing, even if you're not interviewing for a role.

1 of 1 people found the following review helpful.
Lewis Lin never fails to write a detailed, helpful ...
By Customer
Lewis Lin never fails to write a detailed, helpful interview book. In this book, he highlights the major questions one might get in a marketing interview, gives frameworks from which to operate, and solid questions with sample answers. After working through the book I feel much more prepared for my interview!

LAND THAT MARKETING JOB...TODAY
Seeking a marketing or brand management position? Get *Rise Above the Noise*. Author and professional interview coach, Lewis C. Lin, provides you an industry insider's perspective on how to answer the most common and difficult marketing interview questions. *Rise Above the Noise* reveals:

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