



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

By Lewis C. Lin

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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:

- **Sample answers to most important marketing interview questions**
- **Frameworks** on how to tackle marketing case questions including **pricing, marketing plans, positioning statements, advertising critiques and private label competition**
- **Biggest mistakes marketing 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**

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.

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Rise Above the Noise: How to Stand Out at the Marketing Interview By Lewis C. Lin Bibliography

- Sales Rank: #448971 in Books
- Published on: 2014-02-28
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .59" w x 6.00" l, .72 pounds
- Binding: Paperback
- 234 pages

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Editorial Review

From the Back Cover

PRAISE FOR *RISE ABOVE THE NOISE*

"For aspiring marketers, Lewis Lin's *Rise Above the Noise* provides a solid grounding, with concrete examples and exercises, on how to stand out during a marketing interview and land that job of your dreams."

-- Luanne Calvert, Chief Marketing Officer, VIRGIN AMERICA

"There's so much confusion on how to succeed at the marketing interview, especially challenging case questions. *Rise Above the Noise* examines the most common and challenging interview questions including developing marketing plans, launching new products and dealing with private label competition."

-- Philipp von Holtendorff-Fehling, Chief Marketing Officer, AMERICAN HOME SHIELD, SERVICEMASTER and Former Vice President Marketing, T-MOBILE USA

"Lewis Lin presents both classic and new marketing cases - along with right and wrong approaches - to sharpen your interview impact. Useful for new graduates and mid-career professionals, *Rise Above the Noise* contains marketing analogs and role plays to help you elevate yourself above other candidates."

-- Dan Frechtling, Vice President Global Website Products, HIBU PLC and Former Vice President, MATTEL

"I have interviewed countless candidates for marketing roles, and I wish more of them could attack problems this smartly. Follow the step-by-step guidance in this book, and you will set yourself apart from other candidates and succeed in your marketing interviews."

-- Scott Shrum, Former Brand Manager, S.C. JOHNSON & SON

"With the intense competition out there for top marketing jobs, *Rise Above the Noise* is a practical yet thorough guide on how you can ace your interview and land the job of your dreams."

-- Jason Jennings, Former Senior Marketing Manager, GENERAL MILLS

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 Microsoft'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 lives in Seattle.

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