

## Swipe To Unlock A Primer On Technology And Business Strategy

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Swipe to Unlock is essentially a collection of case studies on random important information that you aren't really taught in school (motivation behind various acquisitions, tech industry trends, recent gov't, and tech policy rulings, analysis based predictions, etc.) I read this book before my on-site for a PM role at Google.

Amazon.com: Swipe to Unlock: The Primer on Technology and ...

Authored by Product Managers at Google, Microsoft, and Facebook, Swipe to Unlock is a guide which enables anyone to 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.

Swipe to Unlock: The Primer on Technology and Business ...

Swipe to Unlock: The Primer on Technology and Business Strategy - Kindle edition by Detroja, Parth, Agashe, Aditya, Mehta, Neel. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Swipe to Unlock: The Primer on Technology and Business Strategy.

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Swipe to Unlock is our generation's Rosetta Stone — letting even non-engineers peer into the machines and code that are changing our lives everyday! — Jeremy Schifeling, Founder of Break into Tech; Formerly @ LinkedIn and Apple ' Written in an upbeat, accessible manner, Swipe to Unlock demystifies the jargon and concepts of the tech world.

Swipe to Unlock: The Primer on Technology and Business ...

Swipe to Unlock: The Primer on Technology and Business Strategy. 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.

Swipe to Unlock: The Primer on Technology and Business ...

Swipe to Unlock: The Primer on Technology and Business Strategy. Parth Detroja, Neel Mehta, Aditya Agashe. An alternative cover edition for this ISBN can be found here. Authored by Product Managers at Google, Microsoft, and Facebook, Swipe to Unlock is a guide which enables anyone to understand the core concepts of tech and the business strategy behind it in order to succeed in the tech industry or even just be an informed digital citizen and consumer.

Swipe to Unlock: The Primer on Technology and Business ...

Full Book Name: Swipe to Unlock: The Primer on Technology and Business Strategy. Author Name: Parth Detroja. Book Genre: Business, Computer Science, Economics, Entrepreneurship, Leadership, Management, Nonfiction, Programming, Science, Self Help, Technology. ISBN # B0756MTX6K.

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Written by three former Microsoft PMs, 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.

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\*\*\*Swipe to Unlock was updated in 2019 to include over 40 pages of new content to cover the latest developments in the world of tech.\*\*\*

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Neel Mehta's Author Bio | Swipe to Unlock

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