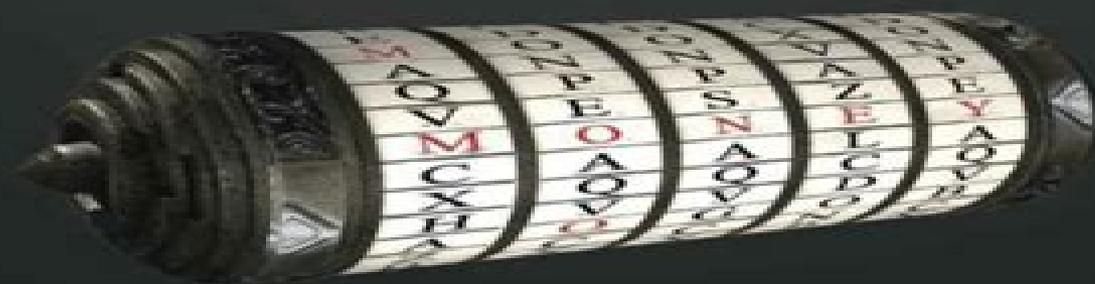


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# DECODE AND CONQUER

ANSWERS TO  
PRODUCT MANAGEMENT INTERVIEWS



LEWIS C. LIN

# Decode And Conquer Answers To Product Management Interviews

**Michael Brown**



## **Decode And Conquer Answers To Product Management Interviews:**

**Decode and Conquer** Lewis Lin, 2019-07-17 *Product Management Simplified* Gurucharan Raghunathan, Lokesh Kannaiyan, 2022-01-06 More than 80% of the PMs are not having clarity on the right resources to become a PM Nearly 50% of the PMs are taking more than 12 months to gain awareness of the different roles and responsibilities of a PM Nearly 60% of the PMs are taking more than 6 months to learn the fundamental concepts of a PM This book is crafted with the step by step procedure case studies and proven methods to get your product management basics right This book also provides a structured approach to transition into product management from diverse disciplines such as engineering project management sales marketing and customer support Testimonials Product Management Simplified is a great starting guide for an aspiring Product Manager Laid out in a very illustrative and easy to read manner the book does a very good job of hand holding the reader through the various nuances and techniques of product management Raghu Ramanujam Director of Product Management Flipkart Experienced PMs can get benefitted by connecting all the dots by leveraging comprehensive coverage of Product Management fundamentals and relevant frameworks Javed Beg Director of Product Management Oracle I highly recommend this book to anyone who is exploring product management as a career choice or anyone who wants to move to the next level in their PM journey Dinesh V VP Product Management OrangeScape Guru and Lokesh have laid out the steps to effective and successful Product Management through insightful data lucid representation and witty presentation Arks Srinivas President Career Launcher Educate Ltd *The Product Manager Interview* Lewis C. Lin, Teng Lu, 2019 The Product Manager Interview 4th Ed gives readers 167 practice questions to improve product management PM skills and master the interview Authored by the world's expert in PM interviews Lewis C Lin the book is ideal for PM roles provided by publisher **PM Interview Questions** Lewis Lin, 2016-09-10 NOTE This is the NEWER 2nd edition for the book formerly titled PM Interview Workbook Over 160 Real PM Interview Questions from Top Tech Companies The PM Interview Questions is a resource you don't want to miss The world's expert in product management interviews Lewis C Lin gives readers over 160 practice questions to gain product management PM proficiency and master the PM interview It contains 160 real interview questions from top tech companies including Google Facebook Amazon Uber Dropbox Microsoft Fully Solved Solutions The book contains fully solved solutions so readers can learn improve and do their best at the PM interview Here are some questions and sample answers you'll find in the book Product Design How would you design an ATM for elderly people Should Google build a Comcast like TV cable service Instagram currently supports 3 to 15 second videos We're considering supporting videos of unlimited length How would you modify the UX to accommodate this Pricing How would you go about pricing UberX or any other new Uber product Let's say Google created a teleporting device which market segments would you go after How would you price it Metrics Imagine you are the Amazon Web Services AWS PM in Sydney What are the top three metrics you'd look at Facebook users have declined 20 percent week over week Diagnose the problem How

would you fix the issue The Perfect Complement to Cracking the PM Interview or Decode and Conquer Many of you enjoyed reading about the PM interview frameworks revealed in Cracking the PM Interview as well as Decode and Conquer including the CIRCLES™ AARM™ and DIGS™ Methods The PM Interview Questions is the perfect complement to both books With over 160 practice questions you'll see what the best PM interview responses look and feel like *Decode and Conquer* Lewis C. Lin, 2022 Secrets of the Product Manager Interview Lewis C. Lin, 2017-02-17 Former Google Interviewer Reveals How to Get Multiple Job Offers Have an upcoming product manager interview Perhaps for Google Facebook Amazon or Uber If so find out secrets to getting multiple job offers with the world's #1 author on product management interviews Lewis C Lin Secrets of the Product Manager Interview shares what to expect in your product management interviews and how to prepare Collecting 10 years of questions from his readers clients and workshop attendees the author answers and reveals his interview secrets in a single book The Ideal Companion to Decode and Conquer as well as PM Interview Questions Many of you enjoyed reading about the PM interview frameworks revealed in Decode and Conquer including the CIRCLES™ AARM™ and DIGS™ Methods And others enjoyed Product Manager Interview Questions for the 160 practice questions Secrets of the Product Manager Interview takes a different approach It's not focused on frameworks or practice questions Instead it's everything you need to know about product manager interviews You'll get his secrets on What to expect at the interview The best way to prepare How to get the first PM job How to interpret interviewer feedback And more *The Product Manager Interview* Lewis C. Lin, 2017-11-06 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™ 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 Uber Dropbox Microsoft Fully Solved Solutions The book contains fully solved solutions so readers can learn improve and do their best at the PM interview Here are questions and sample answers you'll find in the book Product Design How would you design an ATM for elderly people Should Google build a Comcast like TV cable service Instagram currently supports 3 to 15 second videos We're considering supporting videos of unlimited length How would you modify the UX to accommodate this Pricing How would you go about pricing UberX or any other new Uber product Let's say Google created a teleporting device which market segments would you go after How would you price it Metrics Imagine you are the Amazon Web Services AWS PM in Sydney What are the top three metrics you'd look at Facebook users have declined 20 percent week over week Diagnose the problem How would you fix the issue Ideal Complement to Decode and Conquer Many of you have read the PM interview frameworks revealed in Decode and Conquer including the CIRCLES™ AARM™ and DIGS™ Methods The Product Manager Interview is the perfect complement to Decode and Conquer With over 160 practice questions you'll see what the best PM interview responses look and feel like Brand New Third Edition Many of the sample

answers have been re written from scratch The sample answers are now stronger and easier to follow In total thousands of changes have made in this brand new third edition of the book Preferred by the World s Top Universities Here s what students and staff have to say about the Lewis C Lin DUKE UNIVERSITY I was so touched by your presentation this morning It was really helpful UNIVERSITY OF MICHIGAN I can say your class is the best that I have ever attended I will definitely use knowledge I learned today for future interviews COLUMBIA UNIVERSITY I d like to let you know that your workshop today is super awesome It s the best workshop I have been to since I came to Columbia Business School Thank you very much for the tips frameworks and the very clear and well structured instruction UNIVERSITY OF TEXAS AT AUSTIN I wanted to reiterate how much I enjoyed your workshops today Thank you so much for taking time out and teaching us about these much needed principles and frameworks I actually plan to print out a few slides and paste them on my walls CARNEGIE MELLON UNIVERSITY I m a very big admirer of your work We at Tepper follow your books like the Bible As a former associate product manager I was able to connect your concepts back to my work experience back and Pragmatic Marketing training I m really looking forward to apply your teachings

**PM Interview Workbook** Lewis Lin,2016-08-04 NOTE This is the OLDER 1st edition The NEWER 2nd edition re titled as PM Interview Questions is available here <http://amzn.to/2crln11> Over 160 Real PM Interview Workbook from Top Tech Companies The world s expert in product management interviews Lewis C Lin gives readers over 160 practice questions to gain product management PM proficiency and master the PM interview The PM Interview Workbook is a resource you don t want to miss It contains over 160 actual questions from top tech companies including Google Facebook Amazon Uber Dropbox Microsoft Fully Solved Solutions The book contains fully solved solutions so readers can learn improve and do their best at the PM interview Here are some questions and sample answers you ll find in the book Product Design How would you design an ATM for elderly people Should Google build a Comcast like TV cable service Instagram currently supports 3 to 15 second videos We re considering supporting videos of unlimited length How would you modify the UX to accommodate this Pricing How would you go about pricing UberX or any other new Uber product Let s say Google created a teleporting device which market segments would you go after How would you price it Metrics Imagine you are the Amazon Web Services AWS PM in Sydney What are the top three metrics you d look at Facebook users have declined 20 percent week over week Diagnose the problem How would you fix the issue The Perfect Complement to Cracking the PM Interview or Decode and Conquer Many of you enjoyed reading about the PM interview frameworks revealed in Cracking the PM Interview as well as Decode and Conquer including the CIRCLES tm AARM tm and DIGS tm Methods The PM Interview Workbook is the perfect complement to both books With over 160 practice questions you ll see what the best PM interview responses look and feel like

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Future 50 aaron hsieh nexf org https medium com dimly lit https www facebook com CareerToTheWorld **Be the Greatest Product Manager Ever** Lewis Lin,2019-04-24 A brand new book from Amazon com best selling author Lewis C Lin Be the Greatest Product Manager Ever is the playbook on how you can move up the PM career ladder This book is suitable for PMs of all levels from individual contributors to senior executives Features the ESTEEM Method TM six proven skills to get the career you want Be the Greatest Product Manager Ever features Lewis C Lin s brand new career management framework the ESTEEM Method TM The ESTEEM Method TM details for the first time ever the six core competencies you need to move up in your PM career Execution Superior Communication Skills Tactical Awareness Extraordinary Mental Toughness Exceptional Team Builder Moonshot Vision Unlike other books Lin explains not only why but also how In other words Lin will reveal his secret frameworks tools and wisdom to strengthen your ESTEEM TM competencies including How to Start Every New Job How to Start Every New Job How to Figure Out What to Do How Stuff Gets Done System 1 and 2 How to Sound Authoritative Like a Professor How to Establish Your Value How to Get Others to Do What You Want How to Play Office Politics The One Interview Question You Need to Ask Explain Why Your New Direct Reports Will Struggle How to SCAMPER Your Way to a Moonshot Vision Why the Best Visionaries Get into Technical Details If you ve ever wondered what you need to do move up the PM career ladder Lin provides the secret tools frameworks and wisdom to make it to the top from PM to CEO *Case Interview Questions for Tech Companies* Lewis Lin,2016-10-04 Case Interview Questions for Tech Companies provides 155 practice questions and answers to conquer case interviews for the following tech roles Marketing Operations Finance Strategy Analytics Business Development Supplier or Vendor Management and Product Management QUESTIONS COVERED IN THE BOOK Here are some of the questions covered in the book Marketing Create a marketing campaign for Microsoft Office 365 Write a media statement to respond to Uber mischaracterizations voiced in a taxi leader s newspaper op ed Operations Describe how Apple s supply chain works What challenges does Apple face on a day to day basis What s the bottleneck for an Amazon Robot Picker And what is the capacity of the assembly line in units per hour During the holiday season Amazon customers shipped 200 orders per second Amazon s data science team discovered that the average number of orders waiting to be shipped was 20 650 How long did the average Amazon order wait to be shipped Finance What should Apple consider before implementing a shop in shop store inside Best Buy If you projected a 500M expense and the variance came in at 1M what are some of the explanations for why that is happening Be prepared to give more than three scenarios Business Development A car dealer partner wants to stop doing business with Uber What should you do How would you identify university faculty to source content for an online university Strategy If you could open a Google store anywhere where would it be and why Give your analysis of several recent acquisitions that Google has made Analytics What top metrics would you track for the Tinder online dating app If 1 000 people opened the Uber app during one hour how many cars do you need Product Management Let s say we wanted to

implement an Amazon Mayday like feature in Gmail How would that work How would you any Microsoft product to a restaurant AUTHOR BIO Lewis C Lin former Google and Microsoft executive has trained thousands of candidates to get ready for tech interviews using his proven interview techniques Lewis students have received offers from the most coveted firms including Google Facebook Uber Amazon Microsoft IBM Dell and HP Lewis has a bachelor s in computer science from Stanford University and an MBA from Northwestern University s Kellogg School of Management He s the author of several bestsellers including Interview Math Rise Above the Noise as well as Decode and Conquer HERE S WHAT PEOPLE SAY ABOUT THE AUTHOR Got the Amazon offer with an initial package that was 100K more than what I currently make at a top 5 tech company It s a dream job for the role of Principal Product Manager for a special project Q K Just signed the offer for a Google product marketing manager role Your tips helped me relax and concentrate so the time went by quickly even though it was really a tough interview D E I had my in person interviews down at Facebook last week and got my offer letter the next day You were definitely a huge help in preparing for the interviews L S

### **Product Manager Interview Questions and Answers - English**

Navneet Singh, Here are several common Product Manager interview questions along with sample answers

- 1 Tell me about yourself and your background as a Product Manager Answer I have been working as a Product Manager for the past five years starting my career in tech startups where I developed a strong foundation in product development and management I ve successfully led cross functional teams through the entire product lifecycle from ideation and requirements gathering to launch and iteration based on user feedback My background in engineering gives me a solid understanding of technical feasibility which I leverage to effectively communicate with development teams and ensure alignment with business goals I m passionate about creating products that solve real user problems and drive business growth
- 2 How do you prioritize features on a product roadmap Answer I prioritize features by considering their impact on both user value and business objectives I start by analysing user feedback conducting market research and understanding our strategic goals Features that directly address critical user pain points or offer significant value to our customers are prioritized higher Additionally I assess the potential impact on revenue user acquisition or retention I collaborate closely with stakeholders across marketing sales and engineering to ensure alignment with overall company priorities and feasibility within our development capacity
- 3 Can you describe a challenging product decision you had to make and how you approached it Answer One challenging decision I faced was whether to pivot our product direction based on shifting market trends I began by conducting in depth market research and gathering feedback from our customers and sales team I analysed competitive offerings and assessed our current market position After careful consideration I presented a proposal to pivot our product strategy focusing on emerging customer needs that our competitors were not addressing I collaborated with the engineering team to quickly iterate on our product roadmap and successfully launched a new feature set that resulted in a 20% increase in user engagement within three months
- 4 How do you approach gathering requirements from

stakeholders Answer I believe in a collaborative approach to gathering requirements from stakeholders I start by conducting one on one interviews with key stakeholders including customers internal teams and executives These conversations help me understand their pain points goals and priorities I also organize workshops and brainstorming sessions to foster creativity and alignment across teams Throughout the process I document requirements using tools like user stories personas and acceptance criteria to ensure clarity and alignment with the overall product vision 5 How do you measure the success of a product Answer I measure the success of a product using a combination of quantitative metrics and qualitative feedback Quantitatively I track metrics such as user acquisition retention rates revenue growth and conversion rates to gauge the product s impact on business objectives Qualitatively I gather feedback through user surveys usability tests and customer interviews to understand user satisfaction and identify areas for improvement I also conduct A B tests to validate hypotheses and iterate on features based on data driven insights By continuously monitoring these metrics and feedback loops I ensure that our product evolves to meet changing user needs and market conditions 6 How do you prioritize between fixing bugs and adding new features Answer I approach this by balancing short term needs with long term goals Critical bugs that affect user experience or core functionality are prioritized for immediate resolution to maintain product stability and customer satisfaction I prioritize fixing bugs that have a high impact on user retention or revenue generation Simultaneously I assess the strategic importance of adding new features that align with our product roadmap and business objectives I collaborate closely with the engineering team to allocate resources effectively and ensure a balance between addressing technical debt and delivering innovative features that drive growth 7 Can you discuss your experience with Agile or Scrum methodologies Answer I have extensive experience working with Agile methodologies particularly Scrum In previous roles I served as a Scrum Product Owner responsible for prioritizing the backlog refining user stories and facilitating sprint planning sessions with cross functional teams I believe in the Agile principles of iterative development continuous improvement and delivering incremental value to stakeholders I leverage Agile frameworks to foster collaboration adaptability and transparency throughout the product development lifecycle ensuring that we deliver high quality products that meet customer expectations 8 How do you handle disagreements or conflicting priorities among stakeholders Answer I approach disagreements by fostering open communication and seeking to understand each stakeholder s perspective I facilitate discussions to find common ground and align on shared goals If priorities conflict I prioritize based on data driven insights impact on user value and alignment with overarching business objectives I collaborate closely with stakeholders to negotiate trade offs and find solutions that balance competing interests while maintaining the integrity of the product roadmap Ultimately I focus on making decisions that optimize long term success and stakeholder satisfaction 9 Describe a time when you had to influence stakeholders without direct authority Answer In a previous role I needed to secure buy in from the executive team for a major product initiative I began by conducting thorough research and preparing a compelling business

case that aligned the initiative with strategic company goals I scheduled individual meetings with each executive to present my proposal emphasizing the potential impact on revenue growth and customer satisfaction I tailored my communication to each stakeholder s priorities and concerns addressing their questions and demonstrating how the initiative aligned with their departmental objectives By building consensus and emphasizing the strategic benefits I successfully gained support for the initiative and secured the necessary resources to move forward

10 How do you stay updated with industry trends and best practices in Product Management Answer I stay updated with industry trends and best practices through a variety of methods I regularly attend industry conferences webinars and meetups to learn from thought leaders and network with peers I follow industry blogs podcasts and publications to stay informed about emerging technologies market trends and customer preferences I also participate in online communities and forums where Product Managers share insights and discuss current challenges By continuously learning and adapting to industry changes I ensure that my product management strategies are informed by the latest innovations and best practices

These sample answers provide a framework for how a Product Manager might respond to common interview questions showcasing their experience approach and problem solving abilities Each answer should be tailored to reflect the candidate s specific experiences and achievements in Product Management

**The Marketing Interview** Lewis Lin,2018-05-10 In The Marketing Interview Lewis C Lin gives an industry insider s perspective on how to answer the most common and difficult marketing interview questions The book will reveal Answers to marketing interview questions Frameworks on how to tackle marketing case questions Biggest mistakes marketing candidates make at the interview Understand what interviewers are looking for why they re looking for it and how to deliver it This book is ideal for anyone who is interviewing any marketing role including the most coveted roles in CPG Tech and Financial Services CPG P G Clorox Kraft Heinz Nestle Pepsi Colgate S C Johnson Unilever Reckitt Benckiser Hershey Foods Campbell Soup Company Tech Apple Amazon Google Facebook Microsoft Uber Dell HP IBM Cisco Paypal Yelp Airbnb Pinterest Financial Services American Express Visa Citi HSBC UBS Barclays Santander Standard Chartered And more 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 And more This new second edition includes chapters on digital marketing including A B Testing Landing Page Testing Lead Scoring And more

**The Ultimate Guide to PM Interviews: How to Ace Your Product Manager Interview and Break into Tech** Allyson Glenn,2025-04-23 Ready to land your dream job in tech Cracking the Product Manager interview is your gateway and this book is your key This comprehensive guide equips you with the knowledge strategies and confidence to conquer every stage of the PM interview process You ll learn to dissect and understand various question types from behavioral to technical market sizing to product design We ll arm you with frameworks and approaches to structure your answers articulate your

product vision and showcase your analytical prowess But it's not just about acing the questions Learn how to research companies effectively build a strong online presence and network with industry professionals We'll reveal the secrets to crafting a compelling narrative that highlights your unique skills and experiences This guide goes beyond textbook answers providing insider tips and real world examples to help you stand out from the competition and leave a lasting impression Whether you're a seasoned professional looking to transition into Product Management or a recent graduate eager to break into the tech scene this book is your ultimate companion It's time to turn your product aspirations into reality

**Hacking the PM Interview** Taylor Warfield, 2024-01-11 What top PM candidates know that you don't until now Want to land your dream product manager job but don't have hundreds of hours to prepare This is the only shortcut you need Product manager interviews are notoriously complex combining product design strategy analytics and technical depth Hacking the PM Interview gives you everything you need to prepare for your PM interviews efficiently Designed for busy candidates who want proven strategies insider insights and tactical shortcuts without spending hundreds of hours preparing Inside you'll learn 1 How to confidently answer every type of PM interview question Product design Product marketing Product strategy Estimation questions Execution questions Technical questions Metrics questions Behavioral questions Take home assignments 2 What interviewers really look for and what instantly gets you rejected 3 The mistakes that 90% of PM candidates make and how to fix them fast 4 The key performance patterns that consistently lead to offers and how to replicate them Whether your interview is in 3 months or 3 days this book will help you stand out from thousands of other candidates and land offers from even the most competitive companies Readers have used these exact strategies to land offers at Google Amazon Meta Apple Microsoft and high growth startups As someone looking to make the switch to product manager this has been by far the best guide for navigating PM interviews that I've read so far Luca P Having not worked as a PM in the past I really appreciated how thorough direct and easy to understand this guide was There was comprehensive coverage of all different types of PM interview questions which was such a blessing as I am brand new to PM interviews Lene Product manager interviews can be daunting especially for career switchers like myself This a GREAT place to start I purchased a few other PM books and ultimately decided to keep this one since I felt like it succinctly summarized all the points I needed to build my toolkit for PM interviews AD Your dream PM job is closer than you think Start preparing now *Product Manager* PRATUL. SHARMA, 2025-07-23 Unlock your dream Product Manager role with confidence and clarity Confidence comes from preparation Don't wait until you're in the interview room to think of your answers shape them in your mind well in advance Whether you're a first time candidate or a seasoned professional aiming for the next level the Product Manager Interview Preparation Guide is your ultimate companion This comprehensive guide offers expertly crafted interview questions across conceptual knowledge scenario based challenges behavioral insights and leadership skills all supported by detailed hints model answers and explanations Dive into practical case studies mock interviews and role play simulations designed to

sharpen your thinking and communication With focused chapters on technical understanding business acumen product design and domain specific expertise this book equips you to master every aspect of the product management interview process and stand out in a competitive market Prepare smart build confidence and launch your product management career to new heights

**The Product Management Interview** Alex Willen,2019-06-21 How do you structure a product requirements document What are the right metrics to track when you launch a new product How would you design a ridesharing service for elderly people without cell phones These are the kind of questions you ll get when you interview for a role in product management and this book is here to help you answer them Getting into product management is a tough nut to crack it s the classic problem of not being able to find a PM job without experience but not being able to get experience without finding a PM job What you might not realize though is that you almost certainly have some product management skills already If you re in sales you know how to listen to customer needs and you understand how and why people buy products If you re in customer support you know how to deal with product issues that arise If you re in marketing you know how to highlight the best parts of a product and tell a story about how it will help customers If you re in engineering you have a deep understanding of how products work The goal of this book is to show you how to take that experience and parlay it into a job in product management I ll help you take the work that you ve done and turn it into well crafted answers to common PM interview questions so you come off as a thoughtful person with the skills to do the job In this book I ll walk you through the full process of finding a PM job from locating job openings to evaluating companies to applying and going through multiple stages of the interview process We ll go over not only what you ll be asked but also what it is companies are really looking for

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**Amazon Product Manager Interview** Dominic Black,2017-10-11 Amazon is a fantastic diverse and innovative company and you probably already know that they receive thousands of applications daily Many who apply don t get interviewed and many who get interviewed don t get hired When applying for a product management position at Amazon you need to set yourself apart from a pool of very competitive applicants The job interview is your best opportunity to do that Know how to stand out from the crowd This book will tell you everything you need to know about getting ready to interview for an Amazon Product Management job This book walks you through each part of the process in detail in order to help you succeed in your interview From theory to practice you ll nail the interview with this proven framework Includes dozens of sample questions and answers This book covers every aspect of the interview so you are fully prepared Understand exactly what roll the

Amazon PM plays and how you can match your skills to Amazon's vision during your interview Amazon knows who they are looking for Why give this important interview anything less than your best effort Grab this book today and invest in the success of your career     **Cracking the PM Interview** Gayle Laakmann McDowell, Jackie Bavaro, 2013 How many pizzas are delivered in Manhattan How do you design an alarm clock for the blind What is your favorite piece of software and why How would you launch a video rental service in India This book will teach you how to answer these questions and more Cracking the PM Interview is a comprehensive book about landing a product management role in a startup or bigger tech company Learn how the ambiguously named PM product manager program manager role varies across companies what experience you need how to make your existing experience translate what a great PM resume and cover letter look like and finally how to master the interview estimation questions behavioral questions case questions product questions technical questions and the super important pitch     **Interview Math** Lewis Lin, 2019-01-12

Eventually, you will no question discover a additional experience and endowment by spending more cash. nevertheless when? accomplish you recognize that you require to acquire those every needs taking into account having significantly cash? Why dont you attempt to get something basic in the beginning? Thats something that will lead you to understand even more on the globe, experience, some places, subsequently history, amusement, and a lot more?

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