



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

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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