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Cliff recently published his first book called, " Explosive Growth: A Few Things I Learned While Growing To 100 Million Users - And Losing \$78 Million ," which gives real-time insights into the lessons learned of growing Snap's apps to 100 million users, all told through hilarious stories and case-studies.

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100 Million Users And Losing \$78 Million. This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside this fast-growing startup that created the first online dating app and grew to 100 million users.

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#EXPLOSIVE GROWTH TIP 56: Figure out what motivates every employee, and understand that their motivations may be different than yours. Are you asking. each interviewee and employee what would make them more excited about coming to work every day?

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#EXPLOSIVE GROWTH TIP 57: Don't be afraid to test any idea, because you can

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Author In 2017, Cliff published Explosive Growth – A Few Things I Learned Growing To 100 Million Users and Losing \$78 Million. The book tells the story of Snap Interactive while teaching startups how to achieve faster growth. It became #1 best-seller on Amazon in the Public Relations category.

Cliff Lerner - Wikipedia

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Posted on January 2, 2018 by Keri Douglas 1 Comment Brilliantly crafted Explosive Growth: A Few Things I Learned While Growing to 100 Million Users and Losing \$78 Million by Cliff Lerner, founder and CEO of SNAP Interactive, Inc., is essential reading for every entrepreneur and leader seeking innovative solutions for their

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Explosive Growth: A Few Things I Learned While Growing to ...
When I read the title of Cliff Lerner's book, Explosive Growth: A Few Things I Learned While Growing to 100 Million Users — and Losing \$78 Million, I chuckled to myself. In an era where it seems like every business or marketing book is focused on success, here

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was an author using his abysmal failure to speak to his audience.

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