

JANUARY 14, 2014

Statement of Accomplishment

ADRIEN GINESTY

HAS SUCCESSFULLY COMPLETED THE UNIVERSITY OF PENNSYLVANIA'S ONLINE OFFERING OF



An Introduction to Marketing

This is a graduate level introduction to the concepts of Marketing. The course focuses on branding, customer centricity and go-to-market strategies.

A handwritten signature in black ink, appearing to read 'Peter Fader'.

PETER FADER, PROFESSOR OF MARKETING AND CO-DIRECTOR OF THE WHARTON CUSTOMER ANALYTICS INITIATIVE

A handwritten signature in black ink, appearing to read 'Barbara Kahn'.

BARBARA E. KAHN, PROFESSOR OF MARKETING AND DIRECTOR, JAY H. BAKER RETAILING CENTER

A handwritten signature in black ink, appearing to read 'David R. Bell'.

DAVID R. BELL, PROFESSOR OF MARKETING

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