



ONLINE

12/30/2016

Ambra Lazzari

has successfully completed

Viral Marketing and How to Craft Contagious Content

an online non-credit course authorized by University of Pennsylvania and offered through Coursera

A handwritten signature in black ink, appearing to read "Jonah Berger", written over a horizontal dotted line.

Jonah Berger
Associate Professor of Marketing
The Wharton School

COURSE CERTIFICATE



Verify at coursera.org/verify/JGGPMGBR5B2D

Coursera has confirmed the identity of this individual and
their participation in the course.