

## Pharma Marketing Training

We confirm herewith that

### **Georg Zenner**

has successfully participated in the **Advanced Marketing Seminar** held in Lucerne, Switzerland, from January 24 - 29, 1999.

The topics of the seminar were : Principles of Marketing in the Modern Business, Competitive Analysis & Strategy, The Marketing/Finance Interface, Shareholder Value Based Marketing, Implementation and Behavioural Aspects, Career Success Orientations.



A handwritten signature in blue ink, appearing to read "D. Steinbrecher".

Dr. Dieter Steinbrecher  
Head Training, Global Marketing Services

A handwritten signature in blue ink, appearing to read "P. Doyle".

Prof. Peter Doyle  
Faculty

A handwritten signature in blue ink, appearing to read "R. Angelmar".

Prof. Reinhard Angelmar  
Faculty