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Certificate of Achievement

This certificate is awarded to Lawrence Kavanagh for commitment and contributions to the Knowledge Exchange.

Among 956 participants Lawrence Kavanagh achieved **1st place** in the **contribution ranking** (based on the overall number of contribution points).

The Knowledge Exchange is a competitive as well as collaborative online contest with the aim to jointly gather, discuss and assess information about the course Advanced Competitive Strategy, presented by Coursera (www.coursera.org). Based on a series of challenges, community members can collect contribution points by sharing their knowledge with others. In addition, participants of the Knowledge Exchange are part of a virtual stock market game which requires the assessment of the shared knowledge in order to maximize their wealth in virtual play money.

Prof. Dr. Martin Spann