

# 2014 Analysis of Leading Diagnostic Imaging Market Players: Analogic, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, Siemens, Toshiba

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## Abstracts

The companies analyzed in this report include Analogic, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, Siemens, and Toshiba.

### **The report presents insightful strategic assessments, including:**

Business, new product development, and marketing strategies.

Anticipated acquisitions, joint ventures, and divestitures.

The U. S. and international sales force size in major geographic regions.

Selling options, including rental plans, leasing and others.

Promotional tactics, e. g. , pricing, discounts, advertising, trade shows, seminars, product, newsletters, etc.

System service and support.

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

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