

# **2015 Esaote: Global Challenges, Technological Capabilities, Marketing Tactics, and Strategic Direction in the Diagnostic Imaging Sector**

<https://marketpublishers.com/r/2099223DF74EN.html>

Date: June 2015

Pages: 33

Price: US\$ 1,960.00 (Single User License)

ID: 2099223DF74EN

## **Abstracts**

The strategic assessment of Esaote, one of the world's leading diagnostic imaging companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The new report from VPGMarketResearch presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global diagnostic imaging market.

Contains 33 pages and 3 tables

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### **SECTION II: BUSINESS ORGANIZATION**

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Recent acquisitions, divestitures and major organizational changes.

### **SECTION III: FACILITIES AND EMPLOYEES**

### **SECTION IV: TECHNOLOGICAL KNOW-HOW**

### **SECTION V: PRODUCT PORTFOLIO**

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Review of major product lines.

### **SECTION VI: MARKETING TACTICS**

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