

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

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## **Abstracts**

The strategic assessment of GE, 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 127 pages and 7 tables

## Contents

### **SECTION I: EXECUTIVE SUMMARY**

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

History of the company's diagnostic imaging business evolution, which is important to understanding the corporate culture, management mentality and strategies.

Recent acquisitions, divestitures and major organizational changes.

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

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

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

Placements and installed base of major systems in the U.S. and abroad, by modality.

Review of major product lines.

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

### **SECTION VII: FINANCIAL ANALYSIS**

Estimated sales and operating profit by division, geographic region and product line.

Five-year sales and operating profit performance.

### **SECTION VIII: R&D EXPENDITURES AND MAJOR PROGRAMS**

### **SECTION IX: COLLABORATIVE ARRANGEMENTS**

Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.

Terms of collaborative agreements and specific products involved.

### **SECTION X: STRATEGIC DIRECTION**

List of Tables

GE Revenue by Operating Segment

GE Operating Profit and Margins by Segment

GE Electric Diagnostic Imaging Worldwide Sales and Operating Profit Growth

GE Electric Diagnostic Imaging Worldwide Sales by Geographic Region

GE Electric Diagnostic Imaging Worldwide Sales by Modality/Business

GE Electric Diagnostic Imaging Worldwide Sales by Modality/Business and Geographic Region

GE Electric Diagnostic Imaging System Placements and Installed Base by Modality and Region

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