

# **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

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

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