

2016 Global Diagnostic Imaging Companies Marketing Strategies

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Abstracts

This new report from VPGMarketResearch.com provides marketing strategies of global diagnostic imaging companies. The analysis presents:

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 literature, newsletters, etc.

System service and support.

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

Contains 50 pages

Contents

Analogic

Esaote

GE

Hitachi/Aloka

Hologic

Philips

Shimadzu

Siemens

Toshiba

For each company, the report provides:

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

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

- System service and support.

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