

2015 Global Medical Imaging Companies Marketing Strategies

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Abstracts

For each company, 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: Analogic, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, Siemens, and Toshiba.

Contains 50 pages

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GLOBAL DIAGNOSTIC IMAGING COMPANIES MARKETING STRATEGIES

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Esaote
GE
Hitachi
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Philips
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Siemens
Toshiba

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