

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

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Abstracts

The strategic assessment of Hologic, 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 49 pages and 7 tables

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SECTION II: BUSINESS ORGANIZATION

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Recent acquisitions, divestitures and major organizational changes.

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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

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