+44 20 8123 2220
info@marketpublishers.com

2015 Competitive Intelligence: Hologic in the Global Diagnostic Imaging Sector

https://marketpublishers.com/r/2150EC6CE1FEN.html
Date: August 2015
Pages: 49
Price: US$ 1,960.00 (Single User License)
ID: 2150EC6CE1FEN

Abstracts

This 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. com presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global diagnostic imaging market.

SECTION I: EXECUTIVE SUMMARY A 3-15 page synopsis of key sections.

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. Current organizational structure.

SECTION II: SENIOR MANAGEMENT Names, titles and background of key executives.

SECTION IV: FACILITIES AND EMPLOYEES Administrative, manufacturing and R&D facilities in the U. S. and abroad. Manufacturing practices. New plants under construction. The U. S. and international work force size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

SECTION VI: PRODUCT PORTFOLIOPlacements and installed base of major systems in the U. S. and abroad, by modality. Review of major product lines. Applications,

+44 20 8123 2220
info@marketpublishers.com

advantages and weaknesses of leading products.

SECTION VII: MARKETING TACTICS Promotional tactics. Distribution approaches. Product service and support. Customer relations.

SECTION VIII: FINANCIAL ANALYSIS Estimated sales and operating profit by division, geographic region and product line. Five-year sales and operating profit performance.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS Estimated R&D budget. Research facilities and staff. New technologies, systems and applications in development.

SECTION X: COLLABORATIVE ARRANGEMENTS Joint ventures, distribution, O. E. M. and licensing partners, both industrial and academic. Terms of collaborative agreements and specific products involved.

SECTION XI: STRATEGIC DIRECTION Specific business, new product development and marketing strategies. Anticipated acquisitions, joint ventures and divestitures.

Contains 49 pages and 6 tables

+44 20 8123 2220
info@marketpublishers.com

Contents

SECTION I: EXECUTIVE SUMMARY

A 3-15 page synopsis of key sections.

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.
Current organizational structure.

SECTION III: SENIOR MANAGEMENT

Names, titles and background of key executives.

SECTION IV: FACILITIES AND EMPLOYEES

Administrative, manufacturing and R&D facilities in the U.S. and abroad.
Manufacturing practices.
New plants under construction.
The U.S. and international work force size and distribution.

SECTION V: TECHNOLOGICAL KNOW-HOW

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

SECTION VI: PRODUCT PORTFOLIO

Placements and installed base of major systems in the U.S. and abroad, by modality.
Review of major product lines.
Applications, advantages and weaknesses of leading products.

SECTION VII: MARKETING TACTICS

Promotional tactics.
Distribution approaches.

+44 20 8123 2220
info@marketpublishers.com

Product service and support.
Customer relations.

SECTION VIII: FINANCIAL ANALYSIS

Estimated sales and operating profit by division, geographic region and product line.
Five-year sales and operating profit performance.

SECTION IX: R&D EXPENDITURES AND MAJOR PROGRAMS

Estimated R&D budget.
Research facilities and staff.
New technologies, systems and applications in development.

SECTION X: COLLABORATIVE ARRANGEMENTS

Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.
Terms of collaborative agreements and specific products involved.

SECTION XI: STRATEGIC DIRECTION

Specific business, new product development and marketing strategies.
Anticipated acquisitions, joint ventures and divestitures.

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: 2015 Competitive Intelligence: Hologic in the Global Diagnostic Imaging Sector
Product link: https://marketpublishers.com/r/2150EC6CE1FEN.html
Price: US$ 1,960.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/2150EC6CE1FEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970