

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

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Abstracts

The strategic assessment of Siemens, 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 111 pages and 10 tables

Contents

SECTION I: EXECUTIVE SUMMARY

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.

SECTION III: FACILITIES AND EMPLOYEES

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

Estimated sales and operating profit by division, geographic region and product line.

Five-year sales and operating profit performance.

SECTION VIII: R&D EXPENDITURES AND MAJOR PROGRAMS

SECTION IX: COLLABORATIVE ARRANGEMENTS

Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.

Terms of collaborative agreements and specific products involved.

SECTION X: STRATEGIC DIRECTION

List of Tables

Siemens Sales by Business Sector

Siemens Sales Growth by Business Sector

Siemens Operating Profit by Business Sector
Siemens Operating Profit Growth by Business Sector
Siemens Imaging System Sales and Operating Profit Growth
Siemens Imaging System Sales by Geographic Region
Siemens Imaging System Worldwide Sales by Modality/Business
Siemens Imaging System Sales by Modality/Business and Geographic Region
Siemens Diagnostic Imaging Operating Profit and Margins by Modality/Business
Siemens Imaging System Placements and Installed Base by Modality and Geographic Region

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