

2015 Strategies in the Italian Transfusion Diagnostic Testing Market

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Abstracts

This comprehensive report is designed to help current suppliers and potential market entrants identify and evaluate emerging opportunities in the Italian transfusion diagnostic market during the next five years, and assist industry executives in developing effective business, new product development and marketing strategies. The report explores future marketing and technological trends in Italy; provides test volume and sales forecasts by market segment/test location; compares features of major automated and semi-automated analyzers; profiles leading and emerging competitors; and identifies specific product and market opportunities facing suppliers during the next five years.

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