

# 2015 Strategies in the US Microbiology Testing Market

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## Abstracts

2015 Strategies in the US Microbiology Testing Market is a new strategic analysis of major business opportunities emerging in the infectious disease testing market during the next five years. The report examines key US market trends; reviews current and emerging assays; analyzes potential applications of innovative diagnostic technologies; forecasts volume and sales for over 100 infectious disease tests by assay, and market segment; provides test volume estimates by method (molecular, serology/immunodiagnosics, culture/microscopy); profiles leading players and potential market entrants; and suggests alternative business expansion strategies for suppliers.

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Beckman Coulter/Danaher

Becton Dickinson

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