

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

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Abstracts

The strategic assessment of Toshiba, 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 116 pages and 10 tables

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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.

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SECTION IV: TECHNOLOGICAL KNOW-HOW

SECTION V: PRODUCT PORTFOLIO

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Review of major product lines.

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