

2015 Zimmer: Organization, Facilities, Technologies, Products, Marketing, R&D, Strategies

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Date: June 2015

Pages: 30

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ID: 2F3ED51CDD6EN

Abstracts

A strategic assessment of Zimmer, one of the world's leading orthopedics companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the company's performance, capabilities, goals and strategies in the global orthopedics market.

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