

2016-2020 Competitive Intelligence: Siemens in the Global Medical Imaging Industry--Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

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Abstracts

This new report from VPGMarketResearch provides insightful analysis of Siemens capabilities, goals and strategies in the global diagnostic imaging market. The report presents a worldwide strategic overview of the diagnostic imaging market, including:

Estimates of the market size and growth.

Sales forecasts by geographic region and modality.

Review of the U. S. and international technological, regulatory, economic, demographic and social trends with potentially significant impact on the diagnostic imaging industry during the next five years.

Analysis of major geographic regions, including North America, Europe, Japan and Latin America.

Discussion of trends in X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS and other technologies.

The analysis of Siemens includes:

Business, new product development, and marketing strategies.

Anticipated acquisitions, joint ventures, and divestitures.

The U. S. and international sales force size in major geographic regions.

Selling options, including rental plans, leasing and others.

Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc.

System service and support.

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

Contains 41 pages and 5 tables

Contents

I. OUTLOOK

INTRODUCTION

Industry Consolidation and Diversification: A Biomodal Trend
Market Globalization
Pricing Pressures
Productivity

II. MAJOR GEOGRAPHIC REGIONS

North America
Europe
Japan
Latin America

III. MAJOR MODALITIES

XRy
Ultrasound
MRI
CT
Nuclear Medicine
PET
PACS

IV. MARKET SIZE AND GROWTH

V. STRATEGIC DIRECTIONS

Business, new product development, and marketing strategies
Anticipated acquisitions, joint ventures, and divestitures

VI. MARKETING TACTICS

The U.S. and international sales force size in major geographic regions
Selling options, including rental plans, leasing and others

Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc

System service and support

**VII. TECHNOLOGICAL KNOWHOW INTERNALLY DEVELOPED AND ACQUIRED
DIAGNOSTIC IMAGING AND RELATED TECHNOLOGIES, INCLUDING XRAY,
ULTRASOUND, MRI, CT, NUCLEAR MEDICINE, PET, PACS, AND OTHERS.**

List Of Tables

LIST OF TABLES

Table 1: Worldwide Diagnostic Imaging Market Estimated Sales by Geographic Region and Country

Table 2: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Geographic Region and Country

Table 3: Worldwide Diagnostic Imaging Market Estimated Sales by Modality and Business

Table 4: Worldwide Diagnostic Imaging Market Estimated Sales by Modality/Business And Geographic Region

Table 5: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Modality/Business

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