

# **2016 Future Horizons and Growth Strategies in the World X-Ray Equipment Market: Strategic Assessments of Leading Suppliers - M&A, Technological Capabilities, Marketing Tactics, Joint Ventures, Strategic Directions**

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## **Abstracts**

This report provides diagnostic imaging industry executives with strategically significant competitor information, analysis and insight crucial to the development and implementation of effective business, marketing and R&D programs. The report includes information not available from any other published source, such as sales, profit, X-Ray system placements and installed base.

The companies analyzed in this report include General Electric, Hitachi, Hologic, Philips, Shimadzu, Siemens, and Toshiba.

### **Report Objectives:**

To establish a comprehensive, factual, annually updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading X-Ray equipment suppliers.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-a-vis the leading competitors.

To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

To complement the organizations' internal competitor information gathering

efforts with strategic analysis, data interpretation and insight.

Contains 710 pages and 37 tables

## Contents

### **GENERAL ELECTRIC**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and @Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

### **HITACHI**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and @Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

### **HOLOGIC**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and @Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

Strategic Direction

## **PHILIPS**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and @Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **SHIMADZU**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and @Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **SIEMENS**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and @Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

Strategic Direction

## **TOSHIBA**

Executive Summary

Ownership

Business Evolution

Organization and Management

Major Facilities

Product Portfolio and @Technological Know-How

Marketing Capabilities

Financial Analysis

Strengths and Weaknesses

Strategic Direction

## List Of Tables

### LIST OF TABLES

GE Electric Diagnostic Imaging Worldwide Sales by Geographic Region  
GE Electric Diagnostic Imaging Worldwide Sales by Modality/Business  
GE Electric Diagnostic Imaging Worldwide Sales by Modality/Business And Geographic Region  
GE Electric Diagnostic Imaging System Placements and Installed Base By Modality and Region  
Hitachi Imaging Systems Sales by Geographic Region  
Hitachi Imaging Systems Sales by Modality/Business  
Hitachi Imaging Systems Sales by Modality/Business and Geographic Region  
Hitachi Imaging Systems System Placements and Installed Base by Modality And Geographic Region  
Hologic Sales and Operating Profit Growth  
Hologic Sales by Product Line/Business  
Hologic Sales Growth by Product Line/Business  
Hologic Operating Profit by Product Line  
Hologic Operating Profit Growth by Product Line  
Hologic Sales by Geographic Region  
Hologic Sales Product Growth by Geographic Region  
Philips Healthcare Operating Profit Growth  
Philips Medical Systems Sales by Geographic Region  
Philips Healthcare Sales by Business  
Phillips Healthcare Worldwide Diagnostic Imaging Sales by Modality/Business  
Phillips Diagnostic Imaging Operating Profit and Margins by Modality/Business  
Phillips Medical Systems Sales by Modality/Business and Geographic Region  
Phillips Medical Systems Placements and Installed Base by Modality And Geographic Region  
Shimadzu Revenue by Product Category  
Shimadzu Imaging Systems Sales and Operating Profit Growth  
Shimadzu Imaging Systems Sales by Geographic Region  
Shimadzu Imaging Systems Sales by Modality/Business  
Shimadzu Imaging Systems Sales by Modality/Business and Geographic Region  
Shimadzu Imaging Systems Placements and Installed Base by Modality and Geographic Region  
Siemens Imaging System Sales by Geographic Region  
Siemens Imaging System Sales by Modality/Business

Siemens Imaging System Sales by Modality/Business and Geographic Region  
Siemens Imaging System Placements and Installed Base by Modality And Geographic Region  
Toshiba Medical Systems Sales by Modality/Business  
Toshiba Medical Systems Operating Profit and Margins by Modality/Business  
Toshiba Medical Systems Sales by Modality/Business and Geographic Region  
Toshiba Medical System Placements and Installed Base by Modality/Business And Region

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