

# 2018 Diagnostic Imaging Market Leading Suppliers: Strategies and Global Sales Segment Forecasts

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## Abstracts

This new report from VPGMarketResearch.com provides analysis of the diagnostic imaging market global trends and strategies of key suppliers. 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 companies analyzed in the report include Analogic, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, Siemens, and Toshiba. The company profiles include:

Business, new product development, and marketing strategies.

Anticipated acquisitions, joint ventures, and divestitures.

Contains 75 pages and 5 tables

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Europe

Japan

Latin America

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MRI

CT

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PET

PACS

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### **V. LEADING DIAGNOSTIC IMAGING COMPANIES MARKETING TACTICS**

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Selling options, including rental plans, leasing and others

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

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