

2015 CompetitiveWatch: Aesculap in the Global Orthopedics Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

<https://marketpublishers.com/r/A68B919E86CEN.html>

Date: September 2015

Pages: 39

Price: US\$ 1,520.00 (Single User License)

ID: A68B919E86CEN

Abstracts

A strategic assessment of Aesculap, one of the worlds 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 companys performance, capabilities, goals and strategies in the global orthopedics market. Table of ContentsExecutive SummaryBusiness Organization Senior Management Facilities and Employees Technological Know-how Product Portfolio Marketing Tactics Sales and Profit Growth R&D Expenditures and Major Programs Collaborative ArrangementsStrategic Direction List of TablesAesculap Sales and Operating Profit GrowthAesculap Sales by DivisionAesculap Sales Growth by DivisionAesculap Sales by Geographic Region Aesculap Sales Growth by Geographic RegionContains 39 pages and 5 tables

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