

# Competitive Intelligence 2015: Analysis of the Diagnostic Imaging Market - Global Trends and Strategies of Key Suppliers

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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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Productivity

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Europe

Japan

Latin America

### **III. MAJOR MODALITIES**

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Ultrasound

MRI

CT

Nuclear Medicine

PET

PACS

### **IV. MARKET SIZE AND GROWTH**

### **V. LEADING DIAGNOSTIC IMAGING COMPANIES @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

### **VI. LEADING DIAGNOSTIC IMAGING COMPANIES @TECHNOLOGICAL KNOW-HOW**

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