

Competitive Intelligence 2014: Global Diagnostic Imaging Companies Marketing Strategies

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Abstracts

This new report from Venture Planning Group provides marketing strategies of global diagnostic imaging companies. The analysis presents:

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.

The companies analyzed in the report include Analogic, Esaote, GE, Hitachi/Aloka, Hologic, Philips, Shimadzu, Siemens, and Toshiba. Contains 50 pages

Contents

Analogic
Esaote
GE
Hitachi/Aloka
Hologic
Philips
Shimadzu
Siemens
Toshiba

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