

Computed Tomography (CT) Market: Strategic Assessments of Leading Suppliers--M&A, Joint Ventures, Marketing Tactics, Technological Capabilities

<https://marketpublishers.com/r/CA19BD60198EN.html>

Date: August 2019

Pages: 657

Price: US\$ 4,500.00 (Single User License)

ID: CA19BD60198EN

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 CT sales, profit, placements and installed base by supplier.

The companies analyzed in this report include Canon Medical Systems, General Electric, Hitachi, Philips, Shimadzu, and Siemens.

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 CT system suppliers.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-à-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 657 pages and 30 tables

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