

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

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Abstracts

A strategic assessment of ConMed, 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 Tables

ConMed Sales and Operating Profit GrowthConMed Sales by Product Line

ConMed Sales Growth by Product LineConMed Sales by Geographic Region

ConMed Sales Growth by Geographic RegionContains 45 pages and 5 tables

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GLOBAL PAINTS AND COATINGS MARKET DYNAMICS AND TRENDS

Worldwide strategic overview of the paints and coatings market

Sales forecasts for major market segments

Sales forecasts for key geographic regions: North America, Europe, Asia Pacific, Latin America, Africa, Mideast

Major U.S. and international regulatory, technological, economic, demographic, and social trends with potentially significant impact on the paints and coatings industry during the next five years

Industry consolidation

Market globalization

Environmental regulations

STRATEGIC DIRECTIONS

Specific business, new product development and marketing strategies

Major strengths and weaknesses, e.g., managerial, organizational, marketing and product development

Anticipated acquisitions, joint ventures and divestitures

MARKETING TACTICS

Promotional tactics

Distribution approaches

Product service and support

Customer relations

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