

Diagnostic Imaging: A Market in Transition Amid Regulatory Uncertainty and Intensifying Competition--X-ray, Ultrasound, MRI, CT, Nuclear Medicine, PET, PACS

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Abstracts

This new worldwide strategic overview of the diagnostic imaging market includes the following:

- 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.
- 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.
- Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

Contains 185 pages and 5 tables

Contents

I. OUTLOOK

INTRODUCTION

INDUSTRY CONSOLIDATION AND DIVERSIFICATION: A BIOMODAL TREND

Market Globalization

Pricing Pressures

Productivity

II. MAJOR GEOGRAPHIC REGIONS

North America

Europe

Japan

Latin America

III. MAJOR MODALITIES

X-Ray

Ultrasound

MRI

CT

Nuclear Medicine

PET

PACS

IV. MARKET SIZE AND GROWTH

V. LEADING DIAGNOSTIC IMAGING COMPANIES STRATEGIC DIRECTIONS

Business, new product development, and marketing strategies

Anticipated acquisitions, joint ventures, and divestitures@VI. 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

VII. LEADING DIAGNOSTIC IMAGING COMPANIES TECHNOLOGICAL KNOW-HOW

Internally developed and acquired diagnostic imaging and related technologies, Including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

List Of Tables

LIST OF TABLES

Table 1: Worldwide Diagnostic Imaging Market Estimated Sales by Geographic Region and Country

Table 2: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Geographic Region and Country

Table 3: Worldwide Diagnostic Imaging Market Estimated Sales by Modality and Business

Table 4: Worldwide Diagnostic Imaging Market Estimated Sales by Modality/Business And Geographic Region

Table 5: Worldwide Diagnostic Imaging Market Estimated Sales Growth by Modality/Business

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