

2019-2023 Diagnostic Imaging: A Market in Transition--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, Canon Medical Systems, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, and Siemens. 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

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