

2015-2019 Future Horizons and Growth Strategies in the World MRI Market: Strategic Assessments of Leading Suppliers - M&A, Technological Capabilities, Marketing Tactics, Joint Ventures, Strategic Directions

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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 sales, profit, MRI system placements and installed base.

The companies analyzed in this report include Esaote, General Electric, Hitachi, Philips, Shimadzu, Siemens, and Toshiba.

Report Objectives:

To establish a comprehensive, factual, annually updated and cost-effective information base on performance, capabilities, goals and strategies of the worlds leading MRI suppliers.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-&-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 569 pages and 56 tables

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COMPETITIVE PROFILES

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