

# **2015-2019 Future Horizons and Growth Strategies in the World X-Ray Equipment 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, X-Ray system placements and installed base.

The companies analyzed in this report include General Electric, Hitachi, Hologic, 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 X-Ray equipment 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 736 pages and 66 tables

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