

Hologic: Global Challenges, Technological Capabilities, Marketing Tactics, and Strategic Direction in the Diagnostic Imaging Sector

<https://marketpublishers.com/r/H1EA9969103EN.html>

Date: August 2014

Pages: 49

Price: US\$ 1,960.00 (Single User License)

ID: H1EA9969103EN

Abstracts

The strategic assessment of Hologic, one of the world's leading diagnostic imaging companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The new report from Venture Planning Group presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global diagnostic imaging market.

Contents

SECTION I: EXECUTIVE SUMMARY

SECTION II: BUSINESS ORGANIZATION

History of the company's diagnostic imaging business evolution, which is important to understanding the corporate culture, management mentality and strategies.
Recent acquisitions, divestitures and major organizational changes.

SECTION III: FACILITIES AND EMPLOYEES

SECTION IV: TECHNOLOGICAL KNOW-HOW

SECTION V: PRODUCT PORTFOLIO

Placements and installed base of major systems in the U.S. and abroad, by modality.
Review of major product lines.

SECTION VI: MARKETING TACTICS

SECTION VII: FINANCIAL ANALYSIS

Estimated sales and operating profit by division, geographic region and product line.
Five-year sales and operating profit performance.

SECTION VIII: R&D EXPENDITURES AND MAJOR PROGRAMS

SECTION IX: COLLABORATIVE ARRANGEMENTS

Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.
Terms of collaborative agreements and specific products involved.

SECTION X: STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Hologic Sales and Operating Profit Growth
Hologic Sales by Product Line/Business
Hologic Sales Growth by Product Line/Business
Hologic Operating Profit by Product Line
Hologic Operating Profit Growth by Product Line
Hologic Sales by Geographic Region
Hologic Sales Product Growth by Geographic Region

I would like to order

Product name: Hologic: Global Challenges, Technological Capabilities, Marketing Tactics, and Strategic Direction in the Diagnostic Imaging Sector

Product link: <https://marketpublishers.com/r/H1EA9969103EN.html>

Price: US\$ 1,960.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H1EA9969103EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

