

The 2012 Infectious Disease Testing Market: Product Development Opportunities, Market Penetration Strategies, Entry Baarriers and Risks

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Abstracts

The report identifies the major opportunities for infectious disease testing instrumentation, reagent kits/test panels, consumables, as well as IT and auxiliary products; proposes design criteria for decentralized testing products; suggests alternative market penetration strategies; and analyzes entry barriers and risks.

Contains 21 pages

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