

# 2015 CompetitiveWatch: J&J in the Global Orthopedics Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

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## Abstracts

A strategic assessment of J&J, one of the worlds leading orthopedics companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report presents a comprehensive analysis of the companys performance, capabilities, goals and strategies in the global orthopedics market. Table of ContentsExecutive SummaryBusiness Organization Senior Management Facilities and Employees Technological Know-how Product Portfolio Marketing Tactics Sales and Profit Growth R&D Expenditures and Major Programs Collaborative ArrangementsStrategic Direction List of TablesJ&J Sales by Geographic RegionJ&J Medical Devices and Diagnostics SegmentSales by Business SegmentJ&J Operating Profit by Business SegmentJ&J Operating Profit Growth by Business SegmentJ&J Sales by Business Segment and Geographic RegionJ&J Sales by Geographic RegionJ&J Sales Growth by Geographic RegionJ&J Sales and Operating Profit GrowthContains 60 pages and 8 tables

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