

Marketing Tactics of Leading Orthopedics Companies

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Abstracts

Each company's analysis provides:

The U.S. and international sales force size.

Distribution approaches.

Major promotional tactics.

The companies analyzed in the report: Aesculap, Biomet, ConMed, J&J, Medtronic, Smith & Nephew, Stryker, Synthes, Wright Medical, and Zimmer.

Contains 35 pages

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