

Competitive Intelligence: Leading Transfusion Diagnostic Testing Market Players--Strategic Assessments of Major Suppliers and Emerging Market Entrants

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Abstracts

This new report from Venture Planning Group provides extensive analyses of major current and emerging suppliers of transfusion diagnostic instruments and reagents. The assessments include:

Sales

Product portfolios

Marketing tactics

Technological know-how

New products in R&D

Collaborative arrangements

Business strategies

Contains 50 pages

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