

Marketing Tactics of Leading MRI Equipment Companies

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Date: June 2012

Pages: 50

Price: US\$ 2,000.00 (Single User License)

ID: MEA59C7D5C2EN

Abstracts

For each company, the analysis presents:

The U.S. and international sales force size in major geographic regions.

Selling options, including rental plans, leasing and others.

Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc.

System service and support.

The companies analyzed in the report: Aloka, Analogic, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, Siemens, and Toshiba.

Contains 50 pages

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- 8. SHIMADZU**
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