

# Marketing Tactics of Leading X-Ray Equipment Companies

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## 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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