

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

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## Abstracts

A strategic assessment of Medtronic, 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 TablesMedtronics Sales and Operating Profit GrowthMedtronics Sales by Operating SegmentMedtronics Sales Growth by Operating SegmentMedtronics Sales by Geographic RegionMedtronics Sales Growth by Geographic RegionContains 57 pages and 5 tables

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