

2017 MRI Market: Future Horizons and Growth Strategies--Business Assessments of Leading Suppliers--M&A, Technological Capabilities, Marketing Tactics, Joint Ventures, Strategic Directions

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Abstracts

This report provides diagnostic imaging industry executives with strategically significant competitor information, analysis and insight crucial to the development and implementation of effective business, marketing and R&D programs. The report includes information not available from any other published source, such as sales, profit, MRI system placements and installed base.

The companies analyzed in this report include Esaote, General Electric, Hitachi, Philips, Shimadzu, Siemens, and Toshiba.

Report Objectives:

To establish a comprehensive, factual, annually updated and cost-effective information base on performance, capabilities, goals and strategies of the worlds leading MRI suppliers.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-& agrave;-vis the leading competitors.

To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.

To complement the organizations internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

Contains 548 pages and 35 tables

Contents

Esaote
Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know- How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction
General Electric
Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know- How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction
Hitachi
Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know- How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction
Philips
Executive Summary
Ownership
Business Evolution

Organization and Management
Major Facilities
Product Portfolio and Technological Know- How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction
Shimadzu
Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know- How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction
Siemens
Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know- How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses
Strategic Direction
Toshiba
Executive Summary
Ownership
Business Evolution
Organization and Management
Major Facilities
Product Portfolio and Technological Know- How
Marketing Capabilities
Financial Analysis
Strengths and Weaknesses

Strategic Direction

List Of Tables

LIST OF TABLES

Esaote Sales and Operating Profit Growth
Esaote Sales by Business Segment
Esaote Sales Growth by Business Segment
Esaote Sales by Geographic Region/Country
GE Electric Diagnostic Imaging Worldwide Sales by Modality/Business
GE Electric Diagnostic Imaging Operating Profit and Margins by Modality/Business
GE Electric Diagnostic Imaging Worldwide Sales by Modality/Business and Geographic Region
GE Electric Diagnostic Imaging System Placements and Installed Base by Modality and Geographic Region
Hitachi Imaging Systems Sales by Geographic Region
Hitachi Imaging Systems Sales by Modality/Business
Hitachi Imaging Systems Sales by Modality/Business and Geographic Region
Hitachi Imaging Systems System Placements and Installed Base by Modality and Geographic Region
Philips Operating Profit Growth by Sector
Philips Medical Systems Sales and Operating Profit Growth
Philips Medical Systems Sales by Geographic Region
Phillips Healthcare Worldwide Diagnostic Imaging Sales by Modality/Business
Phillips Diagnostic Imaging Operating Profit and Margins by Modality/Business
Phillips Medical Systems Sales by Modality/Business and Geographic Region
Phillips Medical Systems Placements and Installed Base by Modality and Geographic Region
Shimadzu Revenue by Product Category
Shimadzu Imaging Systems Sales and Operating Profit Growth
Shimadzu Imaging Systems Sales by Geographic Region
Shimadzu Imaging Systems Sales by Modality/Business
Shimadzu Imaging Systems Sales by Modality/Business and Geographic Region
Shimadzu Imaging Systems Placements and Installed Base by Modality and Geographic Region
Siemens Imaging System Sales by Geographic Region
Siemens Imaging System Sales by Modality/Business
Siemens Imaging System Sales by Modality/Business and Geographic Region
Siemens Diagnostic Imaging Operating Profit and Margins by Modality/Business
Siemens Imaging System Placements and Installed Base by Modality and Geographic

Region

Toshiba Medical Systems Sales by Modality/Business

Toshiba Medical Systems Operating Profit and Margins by Modality/Business

Toshiba Medical Systems Sales by Modality/Business and Geographic Region

Toshiba Medical System Placements and Installed Base By Modality/Business and
Geographic Region

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