

Philips: Global Challenges, Technological Capabilities, Marketing Tactics, and Strategic Direction in the Diagnostic Imaging Sector

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Abstracts

The strategic assessment of Philips, one of the world's leading diagnostic imaging companies, provides significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The new report from Venture Planning Group presents a comprehensive analysis of the company's performance, capabilities, goals, and strategies in the global diagnostic imaging market.

Contents

SECTION I: EXECUTIVE SUMMARY

SECTION II: BUSINESS ORGANIZATION

History of the company's diagnostic imaging business evolution, which is important to understanding the corporate culture, management mentality and strategies.

Recent acquisitions, divestitures and major organizational changes.

SECTION III: FACILITIES AND EMPLOYEES

SECTION IV: TECHNOLOGICAL KNOW-HOW

SECTION V: PRODUCT PORTFOLIO

Placements and installed base of major systems in the U.S. and abroad, by modality.

Review of major product lines.

SECTION VI: MARKETING TACTICS

SECTION VII: FINANCIAL ANALYSIS

Estimated sales and operating profit by division, geographic region and product line.

Five-year sales and operating profit performance.

SECTION VIII: R&D EXPENDITURES AND MAJOR PROGRAMS

SECTION IX: COLLABORATIVE ARRANGEMENTS

Joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.

Terms of collaborative agreements and specific products involved.

SECTION X: STRATEGIC DIRECTION

List Of Tables

LIST OF TABLES

Philips Revenue by Operating Sector
Philips Revenue Growth by Operating Sector
Philips Operating Profit by Sector
Philips Healthcare Operating Profit Growth
Philips Healthcare Sales and Operating Profit Growth
Philips Healthcare Worldwide Sales by Geographic Region
Philips Healthcare Sales by Business
Philips Healthcare Imaging Systems Sales by Modality/Business
Philips Healthcare Diagnostic Imaging Profit and Margins by Modality
Phillips Medical Systems Sales by Modality/Business and Geographic Region
Phillips Medical Systems Placements and Installed Base by Modality and Geographic Region

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