

2015 CompetitiveWatch: Smith & Nephew in the Global Orthopedics Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

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Abstracts

A strategic assessment of Smith & Nephew, 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 TablesSmith & Nephew Sales and Operating Profit GrowthSmith & Nephew Sales by Business SegmentSmith & Nephew Sales Growth by Business Segment Smith & Nephew Operating Profit by Business Segment Smith & Nephew Operating Profit Growth by Business Segment Smith & Nephew Sales Growth by Geographic RegionContains 72 pages and 7 tables

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