

Strategic Assessments of Leading North American Diagnostic Imaging Market Players

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Abstracts

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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 companies analyzed in this report include Analogic, Esaote, GE, Hitachi, Hologic, Philips, Shimadzu, Siemens, and Toshiba.

The report's major objectives include:

To establish a comprehensive, factual, annually updated and cost-effective information based on performance, capabilities, goals and strategies of the leading North American diagnostic imaging companies.

To help current suppliers realistically assess their financial, technological and marketing capabilities vis-a-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.

The report provides information not available from any other source, such as sales,

profit, system placement and installed base estimates by modality.

Contains 843 pages and 78 tables

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