

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

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## Abstracts

A strategic assessment of Stryker, 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 TablesStryker Sales and Operating Profit GrowthStryker Sales by Geographic Region/CountryStryker Sales Growth by Geographic Region/CountryStryker Sales by Product LineStryker Sales Growth by Product LineContains 63 pages and 5 tables

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