

Global Diagnostic Imaging Companies Marketing Strategies

Analogic

Esaote

GE

Hitachi

Hologic

Philips

Shimadzu

Siemens

Toshiba

For each company, the report provides:

- The U.S. and international sales force size in major geographic regions.
- Selling options, including rental plans, leasing and others.
- Promotional tactics, e.g., pricing, discounts, advertising, trade shows, seminars, product literature, newsletters, etc.
- System service and support.

Contains 50 pages