

# **GE: Global Challenges, Technological Capabilities, Marketing Tactics, And Strategic Direction in the Diagnostic Imaging Industry**

## **Table Of Contents**

### **I. Outlook**

Introduction

Industry Consolidation and Diversification: A Biomodal Trend

Market Globalization

Pricing Pressures

Productivity

### **II. Major Geographic Regions**

North America

Europe

Japan

Latin America

### **III. Major Modalities**

X-Ray

Ultrasound

MRI

CT

Nuclear Medicine

PET

PACS

### **IV. Market Size and Growth**

### **V. Strategic Directions**

Business, new product development, and marketing strategies

Anticipated acquisitions, joint ventures, and divestitures

## **VI. Marketing Tactics**

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

## **VII. Technological Know-How**

Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

### **List of Tables**

**Table 1:** Worldwide Diagnostic Imaging Market

Estimated Sales by Geographic Region and Country

**Table 2:** Worldwide Diagnostic Imaging Market

Estimated Sales Growth by Geographic Region and Country

**Table 3:** Worldwide Diagnostic Imaging Market

Estimated Sales by Modality and Business

**Table 4:** Worldwide Diagnostic Imaging Market

Estimated Sales by Modality/Business  
And Geographic Region

**Table 5:** Worldwide Diagnostic Imaging Market

Estimated Sales Growth by Modality/Business