

Hitachi: 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