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### **Technological Know-How**

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

### **Marketing Tactics**

- The U.S. and international sales force.
- Promotional tactics.
- System service and support.

### **Strategic Direction**

- Business, new product development and marketing strategies.
- Acquisitions, joint ventures, divestitures.