

**World's Leading Diagnostic Imaging Companies**  
**Strategic Directions, Marketing Tactics, Technological Know-How**

1. Aloka
2. Analogic
3. Esaote
4. GE
5. Hitachi
6. Hologic
7. Philips
8. Shimadzu
9. Siemens
10. Toshiba

For each company, the report presents insightful strategic assessments, including:

- Business, new product development, and marketing strategies.
- Anticipated acquisitions, joint ventures, and divestitures.
- 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.
- Internally developed and acquired diagnostic imaging and related technologies, including X-ray, ultrasound, MRI, CT, nuclear medicine, PET, PACS, and others.

Contains 151 pages