

Global Orthopedics Market Outlook and Leading Suppliers' Strategies, Marketing Tactics and Technological Know-How

Table Of Contents

- I. Market Overview**
 - a. U.S.A
 - 1. Business Environment
 - a. Health Care Expenditures
 - b. Cost Consciousness
 - c. Industry Consolidation
 - d. Managed Care
 - e. Hospitals
 - f. Admissions
 - g. Length of Stay
 - h. Industry Diversification
 - i. Physician Demographics
 - j. Population Aging
 - b. Other Countries
- II. Market Size And Growth**
 - a. Major Market Segments
 - b. Major Geographic Regions
- III. Emerging Technologies**
 - a. Overview
 - b. Resorbables
 - c. Bone Substitutes
 - d. Osteoinductive Agents/
Bone Graft Factors
 - e. Soft Tissue Repair And Replacement
 - f. Viscoelastics
 - g. Osteoporosis Therapies
- IV. Leading Orthopedics Companies Strategic Directions**
 - Business, new product development and marketing strategies
 - Anticipated acquisitions, joint ventures and marketing strategies
 - Major strengths and weaknesses

V. Leading Orthopedics Companies Marketing Tactics

The U.S. and international sales force size

Distribution approaches

Major promotional tactics

VI. Leading Orthopedics Companies Technological Know-How

Internally developed and acquired technologies

Technical expertise in biotechnology, engineering and other pertinent fields