

Leading Diagnostic Imaging Companies Marketing Tactics

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 provides:

- 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.

Contains 50 pages