**Student Assignment #3:**
Analyzing Environmental Aspects of Business: Ringer, Osmonics, and Deluxe

**Assignment:**
Read the three cases on high-value strategy in the NPPC’s compendium on Strategic Environmental Management: “Ringer: Overcoming Obstacles in the Path to Success,” “The Deluxe Corporation’s PrintWise System,” and “Osmonics, Incorporated: Creating Competitive Advantage”

**Case Questions:**
Based on the descriptions provided, analyze, compare, and critique the strategies of these 3 companies.

1. What market segments do these companies serve?
2. Who are their major competitors in these market segments?
3. How do they differentiate their products?
4. Why has Ringer not been successful?
5. Why has Osmonics been successful?
6. What is the likelihood that Deluxe will be successful?
7. What does Ringer have to do to become successful?
8. What does Osmonics have to do to remain successful?
9. What does Deluxe have to do be successful?