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Applying Innovation to the Insurance and Financial Services Industries. More important, when you raise the issue, do those around you look at you like you're crazy? You are not crazy. The insurance industry IS ripe for reinvention, and the paradigm is ready for a shift. Flirting With the Uninterested is our contribution to help leaders like you begin the journey to innovating in a "sold, not bought" category.

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Flirting With the Uninterested: Innovating in a "Sold Not Bought" Category Maria Ferrante-Schepis in her Saturday main stage presentation told NAIFA 2014 attendees that businesses must continually be open to change and innovation.

Author - Mike Maddock

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