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While Maria Ferrante-Schepis has many years of experience in the financial services and insurance industry, Flirting with The Uninterested has insights that apply to ANY industry in a state of change, and where leaders have lost sight of the end consumer. The publishing industry is a great example.

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Flirting with the Uninterested: Innovating in a "Sold, Not Bought" Category Maria Ferrante-Schepis and G. Michael Maddock. Advantage Media Group, \$25.99 hardcover (168p) ISBN 978-1-59932-369-5

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Maria Ferrante-Schepis in her Saturday main stage presentation told NAIFA 2014 attendees that businesses must continually be open to change and innovation. Businesses that don't change aren't likely to survive.

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