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While Maria Ferrante-Schepis has many years of experience in the financial

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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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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. June 18, 2018 Maria Ferrante-Schepis

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Start your review of Flirting With The Uninterested: Innovating In A "Sold, Not Bought" Category. Write a review. Nov 10, 2015 Kitty rated it liked it. New to the insurance world, but was handed this book as "busy work" my first few weeks when I had downtime. The message is good, that the insurance industry needs to think outside the box.

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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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