

Flirting With The Uninterested Innovating In A Sold Not Bought Category

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Books — Maddock Douglas
Flirting With The Uninterested is our contribution to help leaders like you begin the journey to innovating in a "sold, not bought" category. BUY NOW "Mike and the people he calls friends leave a big wake.

Flirting with the Uninterested : Innovating in a ""Sold ...
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.

Flirting With The Uninterested: Innovating in a Sold, Not ...
Flirting With The Uninterested: Innovating in a "Sold, Not Bought" Category. You are not crazy. The industry IS ripe for reinvention, and the sold, not bought paradigm is ready for a shift. The question is, how can YOU lead the shift versus having someone outside the industry do it, AND have the organizational support you need along the way.

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Author - Mike Maddock
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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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The suggestion of an innovation portfolio to diversify the associated risks is a particularly clever idea that will appeal to those counting the costs of creative thinking. A strong case for innovation, with supporting methodology that will appeal to executives in the risk-averse, regulation-bound industry.

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