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Flirting With the Uninterested: Innovating in a "Sold Not Bought" Category. By Mark on Sep 6, 2014 9:30:23 PM Topics: NAIFA. Maria Ferrante-Schepis in her Saturday main stage presentation told NAIFA 2014 attendees that businesses must

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continually be open to change and innovation. Businesses that don't change aren't likely to survive.

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