



Storm the Norm: Untold Stories of 20 Brands That Did It Best

By Anisha Motwani

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Storm the Norm is a first-of-its-kind collection of contemporary stories of truly inspiring businesses and brands from India that either wrote or rewrote the norms of their respective industries and brought in unprecedented change and vibrancy. This book features twenty such stories from an exciting mix of categories—telecommunications (Idea), foods and beverages (Sprite, Tata Tea, Kissan, Kurkure), personal care (Fiam Di Wills, Sensodyne), automobiles (Honda Motors, Ford and Mahindra), financial services (Axis Bank), entertainment (PVR), travel (MakeMyTrip) and media (The Times of India). Some of these are brands that have come from nowhere and created new categories, some have challenged the hegemony of long-standing leaders, and some are decades-old brands which have continuously reinvented themselves to stay on top.

Drawing from her rich experience with brands in India, Anisha Motwani has created a powerful package of inspiration and methodology. With a Foreword by insights specialist Santosh Desai and an Afterword by innovation specialist Ranjan Malik, Storm the Norm will leave you altered. This book is replete with crucial untold secrets of businesses that made all the difference.

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