



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

*Anisha Motwani*

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## **Storm the Norm: Untold Stories of 20 Brands That Did It Best** Anisha Motwani

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 (Fiama 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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Precisely why? Because this Storm the Norm: Untold Stories of 20 Brands That Did It Best is an unordinary book that the inside of the publication waiting for you to snap the item but latter it will zap you with the secret this inside. Reading this book alongside it was fantastic author who write the book in such remarkable way makes the content interior easier to understand, entertaining approach but still convey the meaning completely. So , it is good for you for not hesitating having this ever again or you going to regret it. This book will give you a lot of advantages than the other book have such as help improving your talent and your critical thinking method. So , still want to hold off having that book? If I ended up you I will go to the reserve store hurriedly.

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