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International Recognition for B2B Commercial Systems: The Greatest Marketer Named 2026 NYC Big Book Award Distinguished Favorite

NEW YORK & TALLINN

"The Greatest Marketer: Five steps to transform marketers and empower businesses in an age of overwhelm" by B2B growth strategist Mari-Liis Vaher, MBA, has been officially named a 2026 NYC Big Book Award Distinguished Favorite in the Sales & Marketing category.

In an industry often dominated by fragmented tactics and unverified vanity metrics, the NYC Big Book Award provides an independent benchmark for published works globally. A panel of industry practitioners, publishing experts, and corporate advisors evaluates submissions based on structural clarity, original methodology, and operational value for business leaders.

Built on an EU-licensed adult education framework, "The Greatest Marketer" addresses a critical challenge for B2B executive boards: execution drag caused by misaligned communication between leadership, sales, and marketing.

"B2B growth rarely stalls from a lack of effort. It stalls when strategic intent gets lost in operational noise," says Mari-Liis Vaher, MBA. "This recognition in New York validates an essential standard: marketing is not a collection of isolated campaigns. It is a board-level operational system designed to drive commercial clarity, protect capital, and deliver predictable revenue performance."

The 5-Step Framework detailed in the book is implemented globally through board workshops, executive keynotes, and strategic B2B advisory. It gives leadership teams a practical roadmap to eliminate low-impact marketing drag, unify executive language, and align marketing activity directly with sales pipeline health.

About the Author

Mari-Liis Vaher, MBA, is an international B2B growth strategist, keynote speaker, and executive advisor with over 20 years of marketing experience and 15 years in entrepreneurship. She holds an 87.5% Net Promoter Score (NPS) across executive workshops and advises leadership teams on commercial alignment and systemic business performance.

For media contact & for corporate book orders, executive keynotes, or advisory inquiries, visit thegreatestmarketer.com or contact mariliis@powerful-marketers.com.

Official award listing: NYC Big Book Award 2026 Favorites: <https://nycbigbookaward.com/2026-favorites/9789916433034>