



The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit

By Marina Krakovsky



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With the rise of the Internet, many pundits predicted that middlemen would disappear. But that hasn't happened. Far from killing the middleman, the Internet has generated a thriving new breed. In *The Middleman Economy*, Silicon Valley-based reporter Marina Krakovsky elucidates the six essential roles that middlemen play.

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Editorial Review

Review

"Like many people, you may be a middleman without even realizing it. Marina Krakovsky explains how the best make themselves indispensable: as a merchant of information, she has gone far and wide to bring you the goods." —**Jonathan Rosenberg, Senior Vice President at Google and co-author of *How Google Works***

"We often think of a middleman as someone to avoid - the person who stands in the way, or does nothing at all. But the truth is that the person in the middle whether it's a venture capitalist or a real estate broker can create great value; and the best middlemen are true partners who make you a lot of money. *The Middleman Economy* shows you how." —**Barbara Corcoran, Founder, The Corcoran Group**

"*In The Middleman Economy*, Krakovsky has crafted a powerfully persuasive counterpoint to the notion that in today's society, middlemen are obsolete. Her captivating and well-researched narrative will convince you of just the opposite — that middlemen are even more critical to today's economic and social order, whether they function as Bridges, Enforcers, Certifiers, Risk Bearers, Concierges, or Insulators. And they...are us." —**Margaret A. Neale, Professor of Management at the Stanford Graduate School of Business and co-author of *Getting (More of) What You Want***

Although technology has brought us to a more interconnected world, Marina Krakovsky, with captivating examples, brilliantly describes the irreplaceable role of the middleman in a successful economy." —**Bill Draper, General Partner of Draper Richards L.P., and author of *The Startup Game***

"Krakovsky reveals a riveting truth: we are all middlemen. Her captivating examples and precise typology capture the vast reach and diversity of middlemen in every aspect of our lives. But most importantly, *The Middleman Economy* provides the necessary tools to avoid predators and parasites and find the partners that will lubricate and accelerate our success in life." —**Adam Galinsky, Professor of Business, Columbia Business School and co-author of *Friend & Foe***

"With sound reasoning and hard evidence, Krakovsky exploded my belief that the rise of the Internet spells the demise of the intermediary. In the process, she's provided me, and all of us, a great service." —**Robert B. Cialdini, Professor Emeritus of Psychology and Marketing at Arizona State University, bestselling author, *Influence: The Psychology of Persuasion***

From the Inside Flap

Drew Rosenhaus, the most powerful agent in the NFL, infuriates team owners but manages to give clients what they want. In his own not-so-humble opinion, the NFL would fall apart without him.

LaJuan Stoxstill-Diggs, an appliance flipper on Craigslist, jumps on opportunities to buy used washers and dryers, trading them at prices and times that make sellers and buyers happy.

Julie McKenney, one of Colorado's most highly regarded wedding planners, not only helps her clients select the right florist, baker, and wedding-gown maker, but makes sure those vendors deliver their best work.

What do these very different businesspeople have in common? They are all middlemen, an indispensable

part of our economy--and in *The Middleman Economy* Silicon Valley author Marina Krakovsky argues that in our hyper-connected age they're more prevalent and more valuable than ever.

Krakovsky contends that middlemen provide value by playing some combination of six roles, with each role solving a problem that, without the middleman, would inhibit mutually beneficial deals. By showing how the most admirable brokers, agents, dealers, and other go-betweens play these roles, this book puts middlemen in a whole new light--and reveals how readers can become more valuable players in any industry.

About the Author

Marina Krakovsky writes about ideas in the social sciences, particularly new research in psychology, sociology, and economics. Her work has appeared in *Discover*, the *New York Times Magazine*, *Scientific American* and *Scientific American Mind*, *O, The Oprah Magazine*, *Psychology Today*, *Slate*, *Stanford Magazine*, the *Washington Post*, *Wired*, and other publications. She is also co-author, with economist Kay-Yut Chen, of *Secrets of the Moneylab: How Behavioral Economics Can Improve Your Business* (Portfolio/Penguin, 2010). Marina graduated from Stanford University with a degree in English and lives in the San Francisco Bay Area.

Users Review

From reader reviews:

Jason Silva:

Information is provisions for anyone to get better life, information currently can get by anyone with everywhere. The information can be a expertise or any news even a concern. What people must be consider when those information which is inside former life are hard to be find than now could be taking seriously which one is appropriate to believe or which one the actual resource are convinced. If you receive the unstable resource then you understand it as your main information there will be huge disadvantage for you. All of those possibilities will not happen with you if you take *The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit* as your daily resource information.

Frank Cockerham:

The reason why? Because this *The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit* is an unordinary book that the inside of the e-book waiting for you to snap this but latter it will shock you with the secret the idea inside. Reading this book next to it was fantastic author who also write the book in such remarkable way makes the content within easier to understand, entertaining way but still convey the meaning fully. So , it is good for you for not hesitating having this any more or you going to regret it. This phenomenal book will give you a lot of benefits than the other book possess such as help improving your talent and your critical thinking technique. So , still want to hold off having that book? If I were being you I will go to the reserve store hurriedly.

Shawn Calvin:

As a student exactly feel bored in order to reading. If their teacher requested them to go to the library or make summary for some publication, they are complained. Just little students that has reading's heart and soul or real their leisure activity. They just do what the teacher want, like asked to the library. They go to

generally there but nothing reading seriously. Any students feel that studying is not important, boring along with can't see colorful photographs on there. Yeah, it is to become complicated. Book is very important for you personally. As we know that on this era, many ways to get whatever we want. Likewise word says, ways to reach Chinese's country. Therefore this The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit can make you truly feel more interested to read.

William Vong:

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