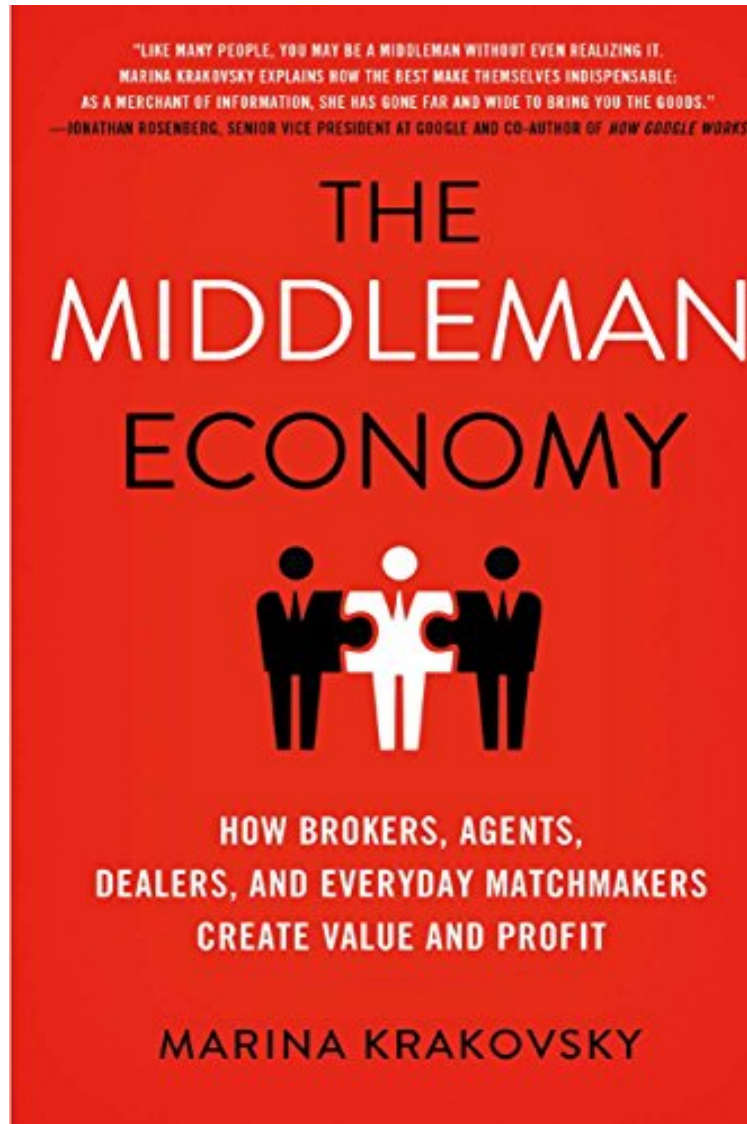


[PDF] The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit

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

Marina Krakovsky

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Marina Krakovsky : The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit before purchasing it in order to gage whether or not it would be worth my time, and all praised The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit:

1 of 1 people found the following review helpful. good frameworkBy Johanna T.I heard an interview with the author

on the EconTalk podcast, which inspired me to pick up the book. Krakovsky does a great job delineating different value-added roles that middlemen play and pushing back against the idea that they are often simply parasitic. In my job I work with many different types of companies, and applying her framework is helpful to think about the different ways they add value currently as well as other services they could be offering their clients. As a student of entrepreneurship, the framework is very good as well at analyzing existing marketplaces for opportunities to play a middleman role to the benefit of all sides. Peppered with informative real-world examples and interviews, *The Middleman Economy* is an illuminating book on the role of middlemen in today's economy. Contrary to popular belief, their importance will only continue to grow along with information technology.

1 of 2 people found the following review helpful. An economic book that was fun to read ! By DBK Informative, interesting and actually a fun book to read on the middle part of the economy. Obviously lots of research was done. Definitely recommend the book.

0 of 1 people found the following review helpful. Three Stars By M. Swanson Good framework and some general insights but not a lot of meat here.

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.

"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 or 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 Money Lab: 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.