



MARINA KRAKOVSKY

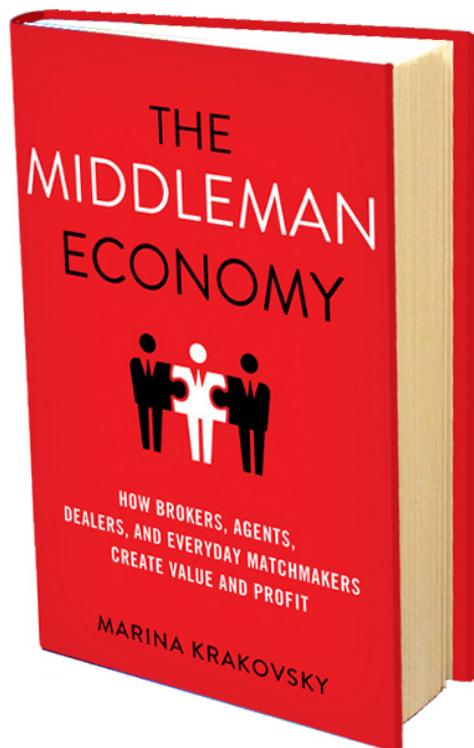
BIO / PROFILE

A social science / business expert with a degree from Stanford University, Marina Krakovsky is the author of *THE MIDDLEMAN ECONOMY: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit* (Palgrave Macmillan). She is also co-author, with economist Kay-Yut Chen, of *SECRETS OF THE MONEYLAB: How Behavioral Economics Can Improve Your Business* (Portfolio/Penguin).

A corporate speaker, Marina frequently presents to professional groups, associations, and companies that include Google. She contributes regularly to publications that include 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 more.



FOR INTERVIEWS
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Palgrave Macmillan
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ABOUT THE BUSINESS BOOK

THE MIDDLEMAN ECONOMY: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit

Why are middlemen a persistent presence in our lives? What do they do, exactly? And how can good middlemen overcome our prejudices and distinguish themselves from their parasitic or two-faced namesakes?

In *THE MIDDLEMAN ECONOMY*, Silicon Valley-based reporter Marina Krakovsky identifies and elucidates the six key roles that middlemen play. Drawing on eye-opening research from many fields — economics, sociology, psychology — and integrating it with profiles of some of the most admirable middlemen in the world, Krakovsky shows that the key to being an effective middleman is understanding each of the six roles and learning how to execute them for the benefit of buyers and sellers alike.

Packed with real-world examples — from sports agents and wedding planners to Silicon Valley's hottest startups — *THE MIDDLEMAN ECONOMY* shows you how you can be a more useful and effective middleman, even you'd never thought of yourself as a middleman at all.

Featured in FastCompany.com, WSJ MoneyBeat, Forbes.com, Bloomberg Businessweek, and more.



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



“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.”



—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*



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TALK

PEOPLE ARE SAYING:

“What a wonderful talk: you explained everything really well and engaged the audience with an interesting variety of clear, relatable stories and examples, from Bill Gates to Tom Clancy. You looked so comfortable up there—just a fabulous speaker!”

—Pam Grange, Event Operations Manager, Peninsula Arts & Letters (the nonprofit partner of Kepler’s Books)

“Marina’s an engaging speaker who brought her book topic alive for our audience at Xerox PARC. She skillfully weaves vivid metaphors to explain her original ideas in a direct and accessible way. Her lively presentation style is a great match for her fascinating message.”

—Paul Sas, Behavioral economist / Founder of Motivation Engineers

SESSIONS: Keynote, In-Service Training, or Workshop
TIME REQUIREMENTS: 1-hour, 90-minute, or 1/2-day

Marina Krakovsky, author of *THE MIDDLEMAN ECONOMY*, frequently speaks to professional groups, associations, and companies that include Google. Topics are readily tailored to diverse sectors of industry that operate as middlemen in today’s changing economy, including business consultants, journalists, B2B leaders, real estate professionals, hospitality and travel consultants, wedding planners, agents, brokers, and small-business owners.

SPEAKING TOPICS:

■ Find Your Power in the Middle

We usually think of all the power belonging to people at the top. But some of the most powerful and prosperous positions in today’s economy are hidden in plain sight: in the middle. Middlemen—the women and men who serve as true connectors in today’s business world—have great power, but often don’t recognize the untapped potential of their pivotal position. In this talk, Marina Krakovsky shows six ways to own the power in the middle, which leads to more influence, more opportunity, and ultimately a better career.

■ The Middleman in the Age of the Internet (as seen in [Authors@Google](#))

Today’s hyper-connected Age of the Internet makes the role of middleman more prevalent than ever. From appliance flippers on Craigslist and PowerSellers on eBay to Internet-enabled middleman businesses like Airbnb, TaskRabbit, and ZocDoc (and the many venture capitalists who fund them), middlemen thrive in the modern economy. Krakovsky shatters old stigmas about middlemen of yesteryear, explaining why some middlemen have disappeared while many others have gained in importance. She offers clear suggestions about what today’s businesses must do to make technological progress work for them, not against them.

MORE SPEAKING TOPICS:

- We Are All Middlemen
- Network Like a Middleman
- Making the Middleman Your Partner



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INTERVIEW TOPICS



SAMPLE QUESTIONS

Ask Marina Krakovsky, author of **THE MIDDLEMAN ECONOMY**

Let's talk about basic business...

- What does the middleman role typically look like across industries?
- What sorts of industry professionals serve in the middleman role?
- Do professionals typically think of themselves as a middleman?

Let's talk about changes in the middleman economy; how Twitter and Facebook have impacted the way we all do business...

- Did social media and the Internet kill the middleman star of previous generations?
- What did the rise of the Internet do to traditional middleman careers?
- Isn't it good that we have fewer gatekeepers now?

What if you are a middleman...

- What happens when you finally figure out that you are a middleman?
- Why is having this big-picture perspective a good thing?
- Can understanding the middleman economy make you more successful?
- What can people in the middle do now to make more money in the future?

What if you are the consumer...

- Is "cutting out the middleman" a good idea or a bad idea?
- How can understanding the middleman economy benefit us as consumers?
- How can consumers recognize who is a middleman and who isn't?



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