

## 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?



**FOR INTERVIEWS**

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