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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](http://FastCompany.com), [WSJ MoneyBeat](http://WSJ MoneyBeat), [Forbes.com](http://Forbes.com), [Bloomberg Businessweek](http://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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