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have sliced middlemen into six new categories: the bridge, the certifier, the enforcer, the risk bearer, the concierge and the insulator. The names are wonderfully and accurately descriptive.

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Praise for The Middleman Economy '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.'

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Matchmakers Create Value And Profit 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.

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The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit. Marina Krakovsky. If you're a PowerSeller on eBay, or a real-estate agent showing houses to your client, or a sales rep in any field (as more than two million Americans are), you're not just pushing products.

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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 ...

Books - Marina Krakovsky

A middleman will facilitate interaction between parties, typically for a commission or fee. Some critics say that businesses and customers should try to "cut out the middleman" by dealing directly...

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The middleman economy : how brokers, agents, dealers, and ...

Middleman Economy : How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit, Hardcover by Krakovsky, Marina, ISBN 1137530197, ISBN-13

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The Middleman Economy: How Brokers, Agents, Dealers, and Everyday Matchmakers Create Value and Profit 1. 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.

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