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A middleman is a person or company that connects buyers with sellers. Wholesalers are a type of middleman. They buy goods from a manufacturer and then resell them to a retailer. A retailer is also an example of a middleman, as is a real estate agent. The middleman does not produce anything but has extensive market knowledge.

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International Sales And The Middleman

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Middleman Blues: How to Make Sure You Don't Get Cut Out of the Loop. In other words, a bona fide middle person bridges the gap between suppliers and buyers by initiating quality contacts, providing sourcing services for buyers, assuring reliability of suppliers, and ensuring a continuous supply of products.

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