

Making College Pay: Strategies for Choosing Wisely, Doing Well & Maximizing Your Return

Alice C. Stewart, Fran Stewart



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If you have heard the phrase knowledge economy, then you already know why the decision to go to college is different today than it was a generation ago. But most advice about college hasn't changed to keep up with the times. There is a dark side to the oversimplified message about the importance and value of college. This book helps you gain the understanding and perspective you need to make choices that maximize the return on your college investment. That means making choices that focus on three goals: minimizing college costs, increasing marketability, and improving your likelihood of graduating. *Making College Pay* helps you evaluate colleges based on four key characteristics, get a better understanding of the real cost of attending college, estimate how long it will take for you to see any payback on your education investment; gain the skills that will set you apart in the job market; and improve your odds of success.

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