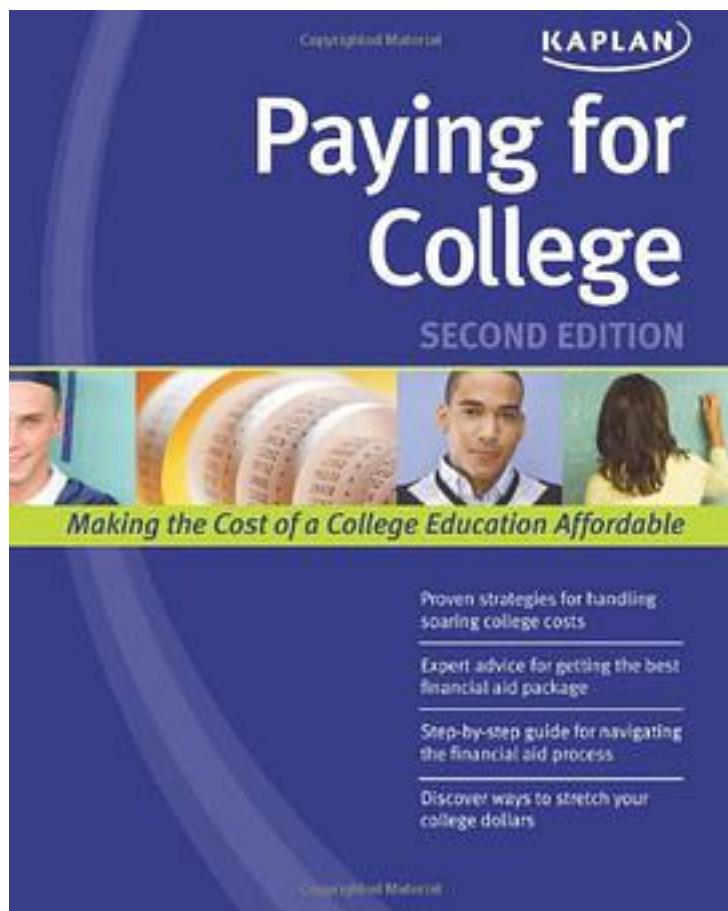


Paying for College



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著者:Greene, Howard R.

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In the last 20 years, tuition has increased by a factor of more than 200 percent, which is 3 times the increase in earned income of the average family. It takes from 25 to 30 percent of a family's yearly after tax earnings to pay for a single child's college education. Utilizing their access to college counseling, admissions, and financial aid

professionals at colleges and universities across the country, this father and son team have developed a program to make paying for college manageable. They enlighten, motivate, and encourage students and their parents to follow a set of 10 principles designed to help families get a handle on saving and financing a college education. Their mission is to reassure and to help families of every income level and at every stage of preparation to plan a strategy for paying for college.

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