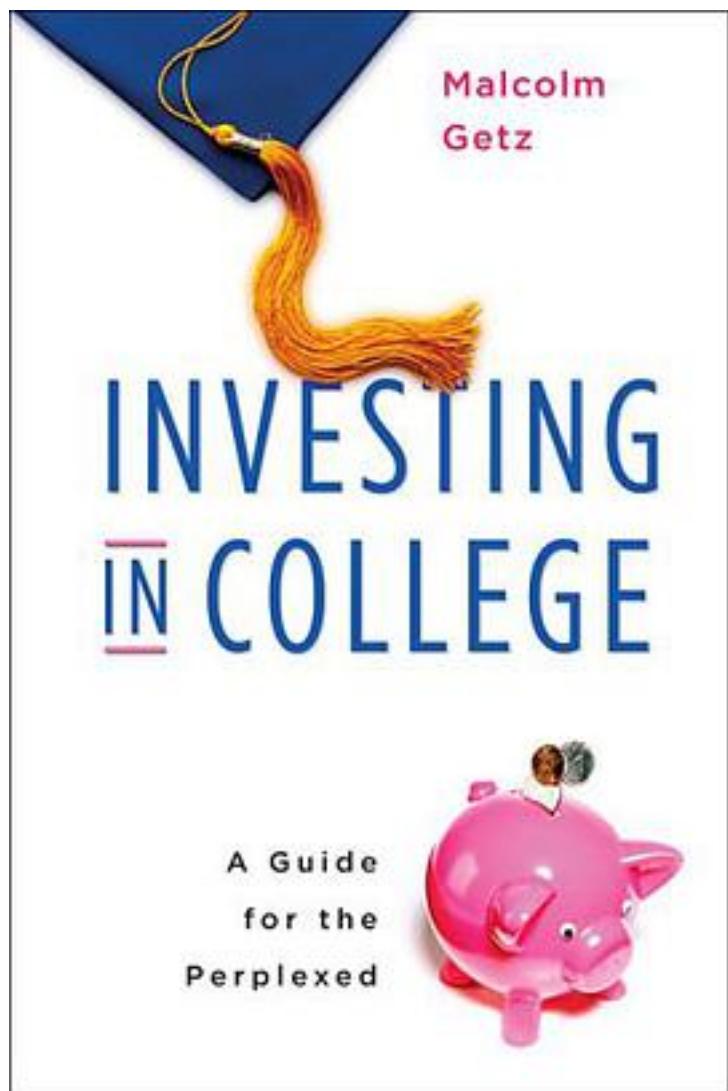


# Investing in College



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College education is one of the most important investments a family will make. But between the view-books, websites, insider gossip, and magazine rankings, students and their worried parents face a dizzying array of options. What do the rankings really mean? Is it wise to choose the most prestigious school a student can get into? What are the payoffs of higher education, and, by the way, how do we pay for them?

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