

**Cappelli, Peter. Will college pay off?: a guide to the most important financial decision you'll ever make. PublicAffairs, 2015. 215p index ISBN 9781610395267, \$25.99.**

This book is in trouble from start to finish, and there is plenty of blame to go around: author, copy editor, publisher. The book's true target audience is high school students who face next-step decisions, and in five independent but poorly organized and woefully repetitive chapters, the author addresses these questions: Should I go to college? Where should I go? How much is it going to cost? How will I pay for it? What should I major in? How do I get a good job? Mass-market, airport kiosk business books are atrocious as a genre, in this reviewer's opinion, and, unfortunately, this one fits that paradigm comfortably. The annoying vernacular (use of the term *kids* throughout instead of *students*, *grads* instead of the more formal term) and prose style are off-putting. So are the ubiquitous careless errors: it is not David Leonard of the *New York Times* but Leonhardt; Figure A. 3 in the appendix is upside down; and the index entry for Harvey Mudd College is "Mudd, Harvey." With an endless stream of cut-and-paste items from popular media stories and industry publications (e.g., *The Chronicle of Higher Education*), the volume is the proverbial mile wide and an inch deep. Summing Up: Not recommended.