

Media Contact:

Lauren Eddy
Associate Public Relations Manager
Cengage Learning
203-965-8609
Lauren.Eddy@cengage.com



New Book from Course Technology PTR Helps Students and Parents Make the Transition from High School to College

‘College Apps: Selecting, Applying To, and Paying for the Right College for You’ helps students and parents navigate the process of selection, application, financial aid and more

BOSTON, MA – January 4, 2013 – Course Technology PTR, part of Cengage Learning and a leading publisher of professional, technical and reference materials, today announced the availability of *College Apps: Selecting, Applying To, and Paying for the Right College for You*. This is the first book of its kind that addresses both students and parents in their need for guidance and advice throughout the college application process.

College Apps will help smooth the process of transitioning from high school to college by helping readers to effectively understand and utilize the resources already provided by guidance counselors, schools and the Internet. The book provides a wealth of information, including downloadable worksheets, reference sheets, checklists and exercises. These features help readers to organize their career and college research, identify personal goals, analyze choices and make decisions. The book speaks directly to the teen audience, using tips and cautionary tales from other high school students and recent graduates to help illustrate key topics.

College Apps introduces a task-oriented approach and provides assistance and support for college applicants. This approach includes addressing career planning and college success requirements; providing an opportunity for goal-oriented and timely curriculum/course offerings; streamlining and clarifying college selection and application processes; and earning positive feedback from school stakeholders and end-users. Specific topics covered in the book include personality and career analysis; college research and selection; college applications with supplemental materials; financial aid, loans, and budgeting; decision making; and campus safety, among others.

“This book came about as the result of a college prep course I began teaching to high school seniors in the Fall of 2007,” said Trish Portnoy, author of *College Apps: Selecting, Applying To, and Paying for the Right College for You*. “During the time I was teaching that course, I found that many of my students knew that they wanted to go to college, but had no idea which schools to apply to. Similarly, many parents had no idea how to help or how to prevent incurring huge amounts of student loan debt. This book was created as a way of simplifying the entire ‘going to college’ process, and helping students to feel confident in all decisions that affect the future of their academic careers.”

For more information or to purchase *College Apps: Selecting, Applying To, and Paying for the Right College for You* or any other product offered by Course Technology PTR, please visit www.courseptr.cengage.com.

About Author Trish Portnoy

Trish Portnoy, CPA, MS Ed, has a professional diploma in educational leadership and administration, and more than 15 years of experience teaching career education and college preparation coursework. Portnoy's educational training in student-centered instructional techniques and her years of public accounting experience allow her to be a dynamic force in the classroom. This combination of real world experience and formal training, with an emphasis on effective teaching methodologies, allows Portnoy to connect with students and set them on their own customized path to success. She has also taught as an adjunct instructor at both local and State University of New York colleges. She has a bachelor's degree in accounting from Lehigh University, and a master's degree in education from Dowling College, and holds a valid New York State Certified Public Accounting license.

About Cengage Learning and Course Technology PTR

Cengage Learning is a leading educational content, software and services company for the academic, professional and library markets worldwide. Course Technology PTR (Professional – Technical – Reference) was formed in 2001 as the retail division of Course Technology. The Course Technology PTR imprint provides learning solutions for hobbyists and professionals interested in learning more about digital photography, business, music technology, game development, animation, graphic design, programming, certification and a variety of other how-to and technology topics. For more information please visit www.cengage.com or www.courseptr.cengage.com.

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