Jeff Selingo
Who Gets In and Why: A Year Inside College Admissions

It’s the question on the minds of teenagers and their parents everywhere: how do colleges select their freshman class? For an entire admissions cycle, Selingo was embedded in three admissions offices and followed a group of high-school seniors through the process as well as players behind the scenes, including the marketers, the financial aid consultants, and the rankers. Selingo dispels the entrenched notions of how to compete and win at the admissions game, reveals why families have much to gain by broadening their notion of what qualifies as a “good” college, and explains how the Covid-19 pandemic will impact admissions in the longrun.