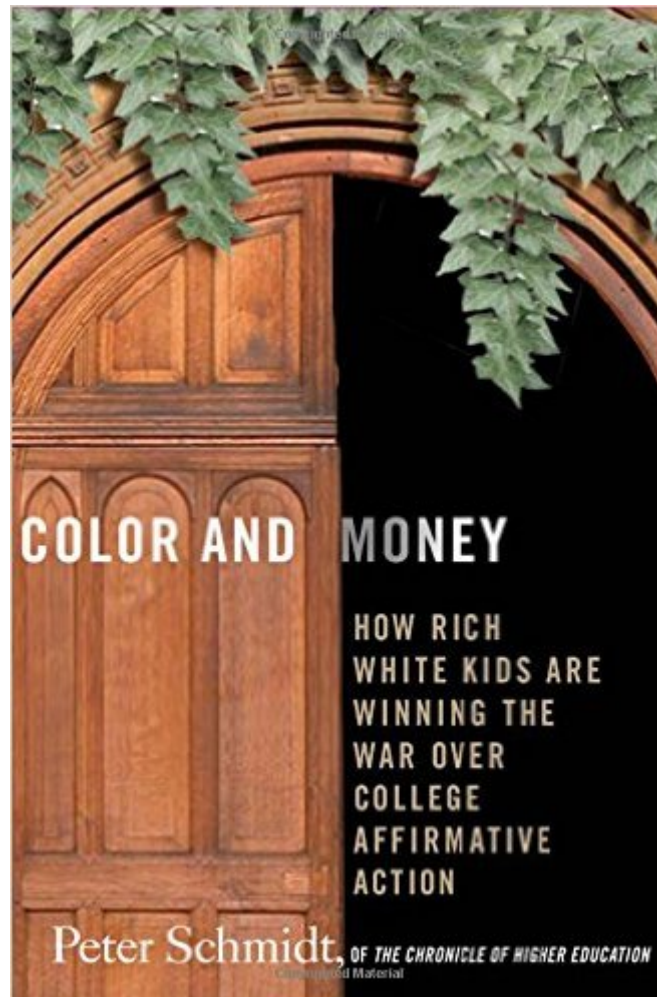


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# Color And Money: How Rich White Kids Are Winning The War Over College Affirmative Action



## Synopsis

What is the real story behind the fight over affirmative action in college admissions? Veteran journalist Peter Schmidt reveals truths that will outrage readers and forever transform the debate. His book exposes the hidden agendas of all sides, revealing how: \* The conservative opposition to affirmative action preaches equality in college admissions, yet guts programs that help poor kids get in the running. \* The higher education establishment feeds lies to the federal courts and the public about the benefits of affirmative action, and attempts to squelch any talk about how selective colleges' favoritism toward the privileged undermines professed commitments to diversity. \* Affirmative action has evolved from a means of bringing about social justice into a tool colleges cynically use to sell themselves and attract corporate support. \* Lower and middle class students of all races are being lost in the affirmative action struggle. The underlying premise is that affirmative action is a band aid used to hide a very deep wound that neither side of the debate has much interest in treating any time soon. The real winners in the war over college affirmative action are rich white kids, whose spot on the inside track is secure no matter which side comes out on top. The real losers are African- American, Hispanic, and Asian-American kids, who continue to have the deck stacked against them, and those worthy white kids who lack cash and connections and find their futures sacrificed by colleges for "diversity" and the almighty dollar. Unafraid to shine a harsh light on schools such as Harvard, the University of Michigan, Princeton, and the University of California, this is a startling and brave book that will inspire a national dialogue on class, race, and education.

## Book Information

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## Customer Reviews

Despite the provocative title this book really hits home with objective facts and measurable effects, regardless of debates over motivations. It could have used more practical how-to guides for conscientious parents and students to counter this stuff. Overall however I loved it and so did my son.

Slowly but surely, the disparity between high blown rhetoric and stone cold reality in admissions to marquee-name colleges and universities is being exposed. Peter Schmidt stands out in this regard in "Color and Money" by his ability to reveal the hypocrisy that permeates the rarefied atmosphere of higher education. Because affirmative action is by its very nature an emotional issue, Schmidt wisely takes great pains to lay out a clear paradigm in order to help readers distinguish between ideology and evidence. He makes a compelling case that forces them to reexamine their preexisting positions on the policy. Not everyone will agree with Schmidt's conclusions, but no one can deny that he hasn't performed a real service at a time when so much is on the line. "Color and Money" is an important contribution to an issue that won't go away. Walt Gardner taught for 28 years in the Los Angeles Unified School District and was a lecturer in the UCLA Graduate School of Education.

really helped me with my research paper

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