

College application advice

Father-daughter authors address admissions

A father-daughter team from Larchmont has written a book for those on the college hunt. "Life's Little College Admissions Insights: Top Tips From the Country's Most Acclaimed Guidance Counselors," a trade paperback, was recently published by Morgan James Publishing; \$14.95 soft cover and \$24.95 hardcover.

Eric Yaverbaum is principal of Ericho Communications, a New York City-based PR company with offices in White Plains and Tampa, Fla. He has written five books previously, including the first two editions of "Public Relations for Dummies" and, most recently, "Everything Leadership."

Cole Yaverbaum is a senior at Mamaroneck High School. Her college search provided the impetus for the book.

— Bill Fallon



Authors Eric and Cole Yaverbaum