



Business Communication Textbooks Have Wide Gap in Coverage

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The latest editions of the business communication texts authored by Courtland Bovée and John Thill reflect the methods now used in the workplace, from interacting with customers on social media to recruiting new employees with custom mobile apps. All the books in this market do a good job of conveying the fundamental skills of business writing, but Bovée and Thill show students how to communicate using the latest tools and practices of modern business.

Three good examples of this unique coverage are the social model of communication, the authors' handy list of compositional modes for digital media, and the extensive coverage of mobile communication.

The new communication model explains how social media systems are far more than just new communication channels—they redefine the relationship between companies and their customers and employees. Many companies have experienced the positive and negative potential of social media, from hot new products that benefit from amplified “viral” coverage on Twitter and Facebook to false and unfair rumors that spread around the world in a matter of minutes. Professionals who understand the social model of communication can use it their companies' advantage while minimizing the potential downsides.

The nine compositional modes that the authors describe cover the wide variety of writing approaches that students need to learn in order to use digital media efficiently and successfully. These modes range from writing short “teasers” on Twitter to structuring reference material on websites in order to support the different ways users might want to access the information. Many of these modes are applicable to any form of writing, of course, but the opportunities and demands of new and emerging media require business professionals to use all the tools in the toolbox.

The extensive coverage of [mobile business communication](#) marks another Bovée and Thill breakthrough that won't be found in any other business communication textbook. Their texts describe the revolution in mobile communication and explain how it requires new ways of planning, writing, and designing messages. They support this coverage with dozens of mobile examples and student activities.

In addition to this hands-on advice, the authors give students a look at the fascinating technologies that could reshape the practice of business communication in the coming years. For example, upcoming editions will include the Internet of Things, real-time translation, haptic communication, telepathy, virtual and augmented reality, gestural computing, smart communication bots, emotion recognition software, and holograms.

The Bovée and Thill series includes three books aimed at specific educational needs. Business Communication Essentials combines concise coverage of the subject matter with a special emphasis on the fundamentals of business English. Excellence in Business Communication expands on the classic business communication curriculum with efficient coverage of contemporary media techniques. Business Communication Today takes the broadest look at the subject, extending the

coverage offered in the other two with more in-depth coverage of research, visuals, and business video. All three books are published by Pearson.

Discover Bovee and Thill's ten [Online Business Communication Magazines](#). Also, [Bovee and Thill's Business Communication Blog](#), the first of its kind, focuses exclusively on original content, with teaching tips and techniques for instructors of business communication. [Request examination copies](#) (instructors only) of Bovee and Thill textbooks today. Visit a favorite online bookseller to order single copies.

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