

Be Aware of a Disruptive Technology That Is Having a Major Affect on Business Communication

Ever so often, a truly disruptive technology causes major changes in the field of business communication. The changes affect the field on such a grand scale that it requires major revisions to business communication textbooks. The two most recent disruptive technologies were digital communication and social media.

But make no mistake, in the technology frenzy of the past decade, digital communication and social media are merely the warm-up acts to the blockbuster headliner that is today the mobile revolution.

Venture capitalist Joe Schoendorf calls mobile “the most disruptive technology that I have seen in 48 years in Silicon Valley.” Researcher Maribel Lopez says it’s “the biggest technology shift since the Internet.”

Because of complacency or a lack of knowledge about the topic, most business communication textbook authors are ignoring the mobile revolution. In fact, they’re pretending that it doesn’t even exist, because you’ll find nothing about the mobile revolution in their textbooks.

In reviewing the six most frequently adopted business communication textbooks, other than those written by Bovee and Thill, three textbooks made no references at all to mobile in their indexes, and the other three texts had only two mobile-related index listings relating to less than a page of material in each text.

But as the owner of a smartphone, a tablet, and other mobile devices, like Bovee and Thill, you know and exemplify what’s happening in the real world of business communication.

Therefore, I think you’ll agree, rather than saddling your students with one of the commonly adopted texts that are stuck in the last decade, the text you adopt should be current and discuss and illustrate what’s occurring in business today.

I believe that today’s students are literally holding the future of business communication in their hands. As a result, my coauthor and I have responded with current, comprehensive, and fully integrated coverage of mobile business communication in every chapter of our texts. This is why Mobile Commerce magazine says, “Bovee and Thill’s Groundbreaking Coverage Makes All Other Business Communication Textbooks Obsolete.” (<http://blog.businesscommunicationnetwork.com/files/2015/01/mobile-ecommerce.pdf>)

Here are key facts and figures about the mobile revolution that require teaching a business communication course within a mobile context in 2015-2016.

- Mobile has become the primary communication tool for many business professionals, including a majority of executives under age 40.

- More email messages are now opened on mobile devices than on PCs.
- Many online activities that eventually migrate to a PC screen start out on a mobile screen.

As with social media, the changes brought about by mobile run far deeper than the technology itself. Successful communication on mobile devices requires a new approach to planning, writing, and designing messages. Here are some of the major topics we cover:

The Mobile Revolution

The Rise of Mobile as a Communication Platform

How Mobile Technologies Are Changing Business Communication

Collaboration via Mobile Devices

Business Etiquette Using Mobile Devices

Selecting the Best Combination of Media and Channels

The Unique Challenges of Communication on Mobile Devices

Writing Messages for Mobile Devices

Designing Messages for Mobile Devices

Optimizing Content for Mobile Devices

Visual Media on Mobile Devices

Creating Promotional Messages for Mobile Devices

Using Mobile in Searching for a Job

Integrating Mobile Devices in Presentations

- Integrated discussions of other key mobile topics such as the *bring your own device (BYOD)* phenomenon and using mobile apps for language learning and translation.
- Highlights of several dozen mobile apps that students can use in their professional communication activities.
- Two dozen model documents, photos, and screenshots that illustrate mobile communication concepts.
- A new highlight box theme in *Business Communication Today, 13th Ed., Digital + Social + Mobile: Today's Communication Environment*, which addresses such topics as gamification as a way to engage audiences, the new careers available in social media community management, using mobile devices for business research, for creating a personal brand, and for use in the job search process.
- New end-of-chapter questions and activities that focus on mobile communication.

- A selection of communication cases that challenge students to craft messages for mobile devices.

With in-depth, integrated coverage of the challenges and opportunities that mobile presents, Bovee and Thill's latest editions help students adapt their personal use of mobile devices to the unique demands of business communication.

Through a variety of annotated model messages, questions, activities, and cases, students will gain valuable skills in the art of communicating by way of mobile devices.

You and your students have been using mobile devices for some time. Quite frankly, using these devices and then adopting an obsolete textbook that's utterly lacking coverage of mobile communication isn't serving students well.

Business communication instructors who don't recognize now that mobile should be integrated throughout their textbook and be a central part of their course will rapidly experience the declining relevancy of their course to today's students.

Ask yourself, "Does my current textbook reflect the biggest technological shift since the Internet? If not, switch to one of the only texts that offer full coverage of mobile communication.

Here's a preview of our mobile coverage:

<http://blog.businesscommunicationnetwork.com/files/2014/12/Your-Students-Are-Racing-Toward-a-Mobile-Future.pdf>

Business Communication Today, 13th Edition, available now

Business Communication Essentials, 7th Edition, available now

Excellence in Business Communication, 12th Edition, available January 2016

Please visit this page to order examination copies of Bovee and Thill texts:

<http://blog.businesscommunicationnetwork.com/texts>.

If you have any questions you'd like me to answer, please contact me at cbovee@businesscommunicationblog.com.

For additional resources on mobile, visit Bovee and Thill's online magazine, How Mobile Communication Is Revolutionizing Business Communication:

<http://www.scoop.it/t/how-the-mobile-revolution-is-changing-business-communication>

Also, check out the largest selection of business communication resources on the web:

<http://blog.businesscommunicationnetwork.com/resources>.

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