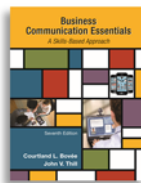


# Finding the Perfect Fit

Which Bovée/Thill text is right for your class?

**Business  
Communication  
Essentials, 7e**



**Excellence  
in Business  
Communication, 12e**



**Business  
Communication  
Today, 13e**



Overview	Length	14 chapters Paperback	16 chapters Paperback	19 chapters Hardcover
	Focus	Fundamental skills with business English improvement	Balanced coverage of print and digital media, optimized for writing-intensive courses	Full-spectrum coverage of business communication media and techniques
Real-life examples	Real company examples	•	•	•
	Real company vignettes		•	•
	Real company simulations		•	
Special features	Annotated model documents	•	•	•
	Highlight boxes		•	•
Topic coverage	Full integration of mobile business communication concepts and practices	•	•	•
	Full integration of digital and social media skills, including model documents and student activities	•	•	•
	Combined digital and social media chapter	•	•	
	Separate chapters on digital media and social media			•
	Communication ethics	•	•	•
	Business etiquette	•	•	•
	Dedicated chapter on research			•
	Dedicated chapter on visual media, including coverage of business video			•
Dedicated chapter on presentation visuals			•	
Learning and reinforcement features	Handbook of Grammar, Mechanics, and Usage	•	•	•
	Learning objectives reinforcement	Summary of Learning Objectives	Learning Objectives Checkup (multiple-choice quiz)	Summary of Learning Objectives
		Self-assessment, workplace applications, document critique	Improve Your Grammar, Mechanics, and Usage	
	Grammar and language skills	Peak Performance grammar, mechanics, and spelling modules (online)	Peak Performance grammar, mechanics, and spelling modules (online)	Peak Performance grammar, mechanics, and spelling modules (online)
	Test Your Knowledge questions	•		•
	Apply Your Knowledge questions	•	•	•
	Practice Your Knowledge projects	•	•	•
	Cases	•	•	•
Team exercises	•	•	•	