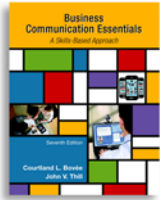


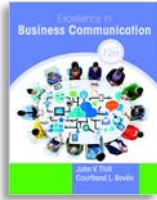
# Bovée & Thill

## Business Communication

Three decades of innovation, helping instructors prepare students for the evolving challenges of the contemporary workplace



Business Communication Essentials, 7e  
Fundamental skills with emphasis on business English improvement



Excellence in Business Communication, 12e  
Balanced coverage of print and digital media, optimized for writing-intensive courses



Business Communication Today, 14e  
Full-spectrum coverage of business communication media and techniques

### Only in Bovée & Thill: In-Depth Coverage of Mobile, the Latest Disruptive Technology to Transform Business Communication

As mobile devices overtake PCs as the primary digital communication tool for millions of consumers and employees, mobile communication is changing the way business professionals need to plan, create, and distribute messages. The latest Bovée & Thill editions help students adapt their writing skills to the opportunities and challenges of this exciting new format. Here are key sections, with page numbers in each text:

The Mobile Revolution

[BCE 11; EBC 15; BCT 16]

The Rise of Mobile as a Communication Platform

[BCE 11; EBC 15; BCT 17]

How Mobile Technologies Are Changing Business Communication

[BCE 12; EBC 16; BCT 17]

Collaboration via Mobile Devices

[BCE 39; EBC 43; BCT 45]

Business Etiquette Using Mobile Devices

[BCE 49; EBC 58; BCT 60]

The Unique Challenges of Communication on Mobile Devices

[BCE 67; EBC 109; BCT 108]

Writing Messages for Mobile Devices

[BCE 97; EBC 148; BCT 144]

Designing Messages for Mobile Devices

[BCE 118; EBC 173; BCT 168]

Optimizing Content for Mobile Devices

[BCE 133; EBC 191; BCT 185]

Visual Media on Mobile Devices

[EBC 385; BCT 249]

Creating Promotional Messages for Mobile Devices

[BCE 225; EBC 304; BCT 346]

Research on the Go with Mobile Devices

[EBC 337; BCT 371]

Integrating Mobile Devices in Presentations

[BCE 325; EBC 459; BCT 498]

Job Search Strategies: Maximize Your Mobile

[EBC 482; BCT 518]

### The Enduring Advantages of Bovée & Thill Business Communication Texts

By continuing to pioneer coverage of emerging trends and their implications for business communication while remaining true to the timeless fundamentals, Bovée & Thill texts have earned the trust of instructors who strive to prepare their students for the expectations they'll face on the job.

#### A Foundation of Sound Writing Techniques

Success in any medium depends on the ability to write efficiently and effectively. Bovée & Thill texts give students clear guidance with a proven three-step writing process that takes the uncertainty and frustration out of every writing project. The process is uniformly applied throughout the book and emphasizes the parts of the process that differ for each message form. This process is repeated and reinforced with multiple document types, from brief digital messages to reports, résumés, and presentations. [See examples on these pages: BCE 60, 164, 309; EBC 99, 228, 443; BCT 98, 251, 341]

#### Hands-On Advice for Communicating Successfully in a Mobile, Digital, Social World

Bovée & Thill titles build on the fundamentals with a unique mix of insights and advice for the changing world of business communication, including the *social communication model* that changes the relationships between businesses and their stakeholders, coverage of the nine *compositional modes* required for digital and social media, the Twitter-enabled *backchannel* in business presentations, and the production of digital video (in *Business Communication Today*). [Examples: BCE 10, 131, 329; EBC 13, 188, 465; BCT 15, 183, 251, 477]

#### Comprehensive Revisions

In addition to providing you and your students with coverage of the latest developments in the field, new editions from Bovée & Thill carefully integrate these innovations into the flow and function of the book to ensure a seamless learning experience while keeping the length manageable and consistent.

## Emphasis on Contemporary Business Issues and Challenges

From chapter-opening vignettes to model documents and student activities, Bovée & Thill titles emphasize realistic communication challenges and a broad range of business scenarios and issues. This includes such hot topics as mobile device etiquette, tattoos and other body art, and the use of emoticons [BCE pp. 35, 59, 147, 211 and Cases 6-26, 7-40, 8-39; EBC 2, 56, 108, 129, 190, 207, 287, 343 and Cases 8.26, 8.44, 9.48, 10.54; BCT 3, 21, 77, 127, 188, 215, 265, 329 and Cases 10-36, 11-50, 12-56, 17-34]

## Thoughtful Integration of Communication Technologies

Technology is carefully woven into the fabric of Bovée & Thill books to illustrate the changing ways businesspeople are communicating and to introduce students to the tools they can be expected to encounter on the job. The books address every significant medium and channel used in contemporary business communication, from microblogging to wikis. [see technology lists: BCE pp. xx–xxii; EBC xxii–xxiv; BCT xxvii–xxviii]

Students see new technologies in use in more than two dozen illustrations of mobile communication, more than two dozen examples of social media communication, and many more model documents utilizing email, blogging, and other digital formats.

Several inviting, magazine-style features highlight specific advances in workplace communication:

- Powerful Tools for Communicating Effectively [BCE p. 24; EBC 20; BCT 22]
- Business Communicators Innovating with Mobile [BCE 68; EBC 110; BCT 110]
- Business Communicators Innovating with Social Media [BCE 138; EBC 196; BCT 210]

## Grammar and Language Skills Reinforcement

To address the wide diversity of student needs regarding grammar and language skills, the Bovée & Thill series offers a range of learning activities and reinforcement. *Business Communication Essentials* has the most comprehensive set, with a three-level Improve Your Grammar, Mechanics, and Usage section in every chapter. *Excellence in Business Communication* has a more concise Improve Your Grammar, Mechanics, and Usage section. *Business Communication Today* assumes the highest level of incoming skills, but also offers in-depth advice on specific writing challenges and hundreds of practice opportunities.

## Thorough Coverage of Ethics and Etiquette

Business ethics has been a front-page topic in recent years, and many of these ethical questions involve business communication. In addition to helping students see the distinction between ethical lapses and ethical dilemmas, the Bovée & Thill series integrates ethical decision-making throughout, with special treatment of ethics in such areas as content curation, storytelling, euphemisms, visual communication, persuasion, and résumés. [BCE pp. 15, 76, 84, 225, 242, 279; EBC 25, 74, 131, 261, 291, 304; BCT 26, 119, 129, 214, 233, 302]

Business leaders are also increasingly concerned about the etiquette shortcomings of today's new hires. The Bovée & Thill books address etiquette at four levels: in the workplace, in social settings, online, and while using mobile devices. Further coverage focuses on such areas as negative messages, persuasive messages, and research. [BCE pp. 8, 41, 47, 186, 226, 343; EBC 9, 54, 75, 129, 204, 255, 260, 329; BCT 10, 56, 127, 206, 396, 347, 365]

## Unmatched Instructional Support

Bovée & Thill textbooks are backed by an unmatched selection of resources for instructors and students, many of which were pioneered by the authors and remain unique in the field:

- Exclusive instructor communities on LinkedIn and Facebook
- The unique Real-Time Updates content updating service
- Business Communication Headline news
- Bovée & Thill's Business Communication Blog
- Videos and presentations on SlideShare
- Hundreds of media items on Pinterest
- Curated online magazines on Scoop.it
- The Bovée & Thill channel on YouTube

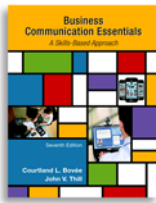
Visit <http://blog.businesscommunicationnetwork.com/resources> to take advantage of the largest selection of instructor resources on the web

The optional Pearson MyBCommLab is an online homework, tutorial, and assessment program that lets students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Instructor and student resources include business videos, decision-making simulations, Writing Space to simplify the creation and grading of writing assignments, dynamic study modules that adapt to student responses, an enhanced eText, a reporting dashboard, ready-made quizzes and tests, video exercises, and the Learning Catalytics mobile student-response system.

## Why Instructors Continue to Choose Bovée & Thill

1. Three decades of market-leading innovation, with unique content, pedagogy, and instructor support resources
2. Practical advice informed by deep, hands-on experience in all forms of modern business media
3. Engaging coverage of real companies and contemporary issues in business communication
4. Up-to-date coverage that reflects today's business communication practices and employer expectations
5. Integrated learning that seamlessly combines print and digital features
6. Extensive added value with unique, free resources for instructors and students

## Finding the Perfect Fit: Which Bovée & Thill Text Is Right for Your Class?



**Business Communication Essentials**

14 chapters; paperback  
Best choice for shorter courses and courses that emphasize fundamental business English skills



**Excellence in Business Communication**

16 chapters; paperback  
Best choice for courses that focus on writing and public speaking, with integrated coverage of technology



**Business Communication Today**

19 chapters; hardcover  
Best choice for full-spectrum courses that go beyond the traditional core of business writing and public speaking

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 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			•
	Communicating with diverse, global audiences	•	•	•
	Communication ethics	•	•	•
	Business etiquette	•	•	•
	Dedicated chapter on research			•
	Dedicated chapter on visual media, including 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 (online)	Peak Performance grammar, mechanics, and spelling (online)	Peak Performance grammar, mechanics, and spelling (online)
	Test Your Knowledge questions	•		•
	Apply Your Knowledge questions	•	•	•
	Practice Your Knowledge projects	•	•	•
	Cases	•	•	•
Team exercises	•	•	•	