



**If your students needed to locate these 75 contemporary subjects, they'd find them all in the index in *Business Communication Essentials*.**

**How does your current text compare?**

<b>Subject</b>	<b>Bovee &amp; Thill</b> Business Communication Essentials, 7/e	<b>Guffey/Loewy</b> Business Communication: Process and Product, 8/e	<b>Guffey/Loewy</b> Essentials of Business Communication, 10/e	<b>Cardon</b> Business Communication: Developing Leaders in a Networked World, 2/e	<b>Locker/Kienzler</b> Business and Administrative Communication, 11/e	<b>Newman</b> Business Communication: In Person, In Print, Online, 9/e
Applicant tracking systems	✓	✓	✓			✓
Assistive technologies	✓					
Augmented reality	✓					
Backchannel, in presentations	✓				✓	✓
Brand socialization	✓					
Cloud computing	✓	✓	✓			✓
Clustering engines	✓					
Collaboration platforms; shared online workspaces	✓				✓	✓
Community Q&A Sites	✓					
Computer animation	✓				(does cover PowerPoint animation)	(does cover PowerPoint animation)
Content curation	✓					
Content management systems	✓					
Content snacking	✓					
Context awareness	✓					
Crowdsourcing	✓	✓	✓			
Data visualization	✓					
Deep Internet, research challenges of	✓					
Digital information fluency	✓					
Emoticons	✓					

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Enterprise instant messaging	✓					
Executive dashboards (data displays)	✓	✓				
Gamification in business communication	✓					
Geofencing	✓					
Geographic information systems	✓					
Hashtags	✓					
Infographic resumes	✓	✓	✓			✓
Information architecture	✓					
Interview simulators	✓					
Knowledge management systems	✓					
Lifestreaming	✓					
Location-based social networking; location-aware content	✓					✓
Mind mapping	✓	✓				
Mobile business communication apps	✓		(index lists p. 372 but no mention of apps on that page)			✓
Mobile device etiquette	✓		✓			
Mobile devices, integrating in presentations	✓					
Mobile devices, writing business messages for	✓					
Mobile revolution, impact on business communication	✓					
Mobile-first approach to website design	✓					
Near-field communication	✓					
Online brainstorming tools	✓					
Online rumor control	✓					
Over-the-top (OTT) applications	✓					

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Persuasive messages in social media	✓		✓	✓		
Podcasting channels	✓	✓	✓			
Podcasts	✓	✓	✓			✓
Psychographics	✓				✓	
Quick Response (QR) Codes	✓	✓	✓		✓	
Radical connectivity	✓					
Really Simple Syndication (RSS)	✓	✓				
Reputation analysis (automated)	✓					
Retweeting	✓					
Scannable resumes	✓					
Screencasts	✓					
Search engine optimization (SEO)	✓	✓				
Sentiment analysis	✓					
Slideuments	✓					
Social communication model	✓					
Social media news release	✓					
Social media resumes	✓					✓
Speech analytics software	✓					
Story of You, as career-planning tool	✓					
Storytelling	✓			✓	✓	✓
Tagging, social tagging	✓					
Teleconferencing and telepresence	✓	✓			✓	
Tweetables	✓					
Twittersphere, Twitterstream	✓					
User-generated content	✓					✓
Video recording, with mobile devices	✓					

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Video resumes	✓	✓	✓			✓
Virtual communities	✓					
Virtual meetings	✓	✓	✓	✓		
Visual literacy	✓					
Wearable technology	✓					
Webcasts	✓	✓	✓			
Webinars	✓	✓	✓			
<b>SCORE</b>	<b>75</b>	<b>16</b>	<b>13</b>	<b>3</b>	<b>6</b>	<b>12</b>

Note: This analysis doesn't include basic topics common to most texts, including email, blogging, instant messaging, wikis, etc.