

Business Communication Texts Show Surprising Differences

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A new video shows the surprising differences among textbooks authored by Courtland Bovee and John Thill and their competitors, viewable at <https://www.youtube.com/watch?v=l0e66bPvYmE>. For more information on business communication textbooks, go to <http://blog.businesscommunicationnetwork.com/texts>.

[Business Communication Textbooks Contain Surprising Differences](#)

A new video shows the surprising differences among textbooks authored by Courtland Bovee and John Thill and their competitors. For example, only Bovee and Thill offer groundbreaking coverage of mobile communication. This is critical because students live in a mobile world—and they're about to enter a workplace where mobile has gone mainstream—so any business communication course that aims to stay relevant must incorporate mobile.

Bovee and Thill also prepare students with the knowledge and skills they will be expected to have when they enter tomorrow's workplace. The authors write the only texts that explain the new social communication model that is revolutionizing the way businesses communicate.

Courtland Bovee says, "We offer a clear, consistent, and integrated approach to teaching writing using the three-step process." The three-step process is uniformly applied throughout each book and is adapted to each message form. A variety of model documents are accompanied by a customized three-step graphic that shows students exactly how the process was applied.

"Document Makeovers" offer students an appealing opportunity to refine and reinforce their writing skills in a dynamic online multimedia environment.

Dozens of "Learn More" media items integrate the text with online materials and connect students with dozens of carefully screened and selected online media, including videos, PowerPoints, PDFs, podcasts, and articles that provide examples and insights from successful professionals to reinforce learning and extend the chapter material.

"Instructors tell us that cases are a vital pedagogical element," says John Thill, "so in addition to our review, analysis, and skills practice activities at the end of every chapter, we provide dozens of cases associated with the chapters on digital and social media, brief message types, reports and proposals, and employment communication." Bovee and Thill cases stand out in multiple ways: Many involve real scenarios at real companies. All are categorized by skill type so instructors can easily focus on specific skills. All but the report and proposal cases are also categorized by media type, so instructors can have students work with specific print or digital media.

Regrettably, far too many business communication instructors are using outdated textbooks, but the good news is that Bovee and Thill offer cutting-edge alternatives, Business Communication Today, Excellence in Business Communication, and Business Communication Essentials, to this plethora of antiquated textbooks.

Bovee & Thill's Business Communication Blog (<http://boveeandthillbusinesscommunicationblog.com>), the first of its kind, focuses exclusively on original content, with teaching tips and techniques for instructors of business communication. More information on business communication textbooks' surprising differences can be found at <http://blog.businesscommunicationnetwork.com/texts>

For more information, please visit <http://blog.businesscommunicationnetwork.com>

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