

Subject	Bovee/Thill Business Communication Essentials 8/e	Guffey/Loewy Business Communication: Process and Product 9/e	Guffey/Loewy Essentials of Business Communication 10/e	Cardon Business Communication 3/e	Locker/Kienzler Business and Administrative Communication 11/e	Newman Business Communication 10/e	Lehman/Dufrene BCOM 9/e	Rentz/Lentz Business Communication 1/e	Shwom/Snyder Business Communication 3/e
Social media resumes	✓					✓			✓
Social video	✓			✓					
Speech analytics software	✓								
Story of You, as career-planning tool	✓								
Storytelling	✓			✓	✓	✓			
Tagging, social tagging	✓			✓					
Teleconferencing and telepresence	✓	✓		✓	✓	✓	✓		
Telepathy in business communications	✓								
Tweetables	✓								
Twittersphere, Twitterstream	✓								
Unified communication	✓	✓							
User-generated content	✓					✓			
Video resumes	✓	✓	✓			✓	✓		✓
Virtual communities	✓								
Virtual meetings, online meetings	✓	✓	✓	✓		✓	✓	✓	✓
Visual literacy	✓							✓	
Wearable technology	✓								
Webcasts	✓	✓	✓				✓	✓	✓
Webinars	✓	✓	✓	✓			✓	✓	✓
SCORE	85	24	15	16	8	17	12	14	17

Notes: This analysis is based on an index search of the printed texts (and doesn't include online components); it also doesn't include basic topics common to most texts, including email, blogging, instant messaging, wikis, etc.

Updated 9/27/2017