



Bovée & Thill, *Business Communication Today* (14th ed.)
versus
Cardon, *Business Communication* (3rd ed.)

Bovée & Thill	Cardon
<p>Professionalism</p>	<p>Chapter 1 offers comprehensive coverage of credibility, including the roles that trust, competence, caring, and character play.</p> <p>Index has limited number of entries for ethics and etiquette, but the book covers both topics more extensively than this would suggest, particularly with the <i>FAIR</i> (Facts, Acts, Impacts, Respect) test for evaluating the fairness of business communication efforts.</p>
<p>Mobile communication</p>	<p>Addresses positive habits for mobile phone use and tips for successful text messaging, but the index doesn't indicate any other coverage of writing and designing for mobile users.</p>
<p>Business uses of storytelling</p>	<p>According to the index, storytelling is limited to the presentations chapter.</p>
<p>Presentations</p>	<p>No comparison of structured vs. free-form slide design</p> <p>No examples of using key visuals to design slides</p> <p>Examples emphasize traditional, text-heavy approaches.</p>

Takes a broader approach, emphasizing the full scope of professionalism (defined by six traits: to be the best, to be dependable, to be a team player, to be respectful, to be ethical, to be positive).

Essential topics of credibility, ethics, and etiquette are integrated throughout the book; see list on page 3.

Note that credibility has been a fundamental element of the Bovée & Thill approach for decades, as part of the three-step writing process.

Just as Bovée and Thill pioneered coverage of the social media revolution, they now lead the market with up-to-the-minute coverage of mobile business communication. And as with social media, the changes brought about by mobile run far deeper than the technology itself. Successful communication on mobile devices requires a new approach to planning, writing, and designing messages; see page 3 for mobile coverage list.

This extensive hands-on advice is complemented with more than two dozen mobile examples and model documents and a variety of review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices.

- Presents storytelling as one of the fundamental ways to organize all types of messages, along with these special features:
- Chapter 4's opening vignette about a creative consultancy that hired novelist Mohsin Hamid as chief storytelling officer
 - Writing the "story of you" as a way to visualize a career arc and prepare for the job search process

Comparison of structured (template-based) vs. free-form (story-driven) slide designs

Advice on using a key visual to design slides

32 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content

	Bovée & Thill	Cardon
Microblogging (Twitter)	Microblogging is now a mainstream business medium, and writing restricted-length messages is great practice for students. Coverage includes dedicated section on microblogging (pp. 219–220) and numerous examples, questions, and cases.	Mentions Twitter and microblogging on pp. 238 and 255 but doesn't appear to offer any specific skills guidance or practice opportunities for microblogging.
Compositional modes for digital and social media	"Compositional Modes for Digital and Social Media" (pp. 183–185) describes nine distinct modes of writing that students should be familiar with in order to succeed with new media.	Index doesn't suggest anything comparable.
Emerging communication technologies	Addresses more than 80 technologies that play a role in contemporary business communication (see list pp. xxvii–xxviii), illustrates tech usage with engaging pictorial features (Chapters 1, 4, and 8), and gives students a look ahead with new "Future of Communication" highlight boxes on the Internet of Things, real-time translation, telepathy, haptic communication, virtual and augmented reality, gestural computing, smart bots, emotion recognition, and holograms.	Covers some technologies now in use, including brainstorming and mind-mapping apps, appraisal software, collaboration tools, screencasting, and voice recognition.
Communication cases	In addition to review, analysis, and skills practice activities in every chapter, <i>Business Communication Today</i> offers 140 original-writing cases associated with the chapters on digital and social media, brief message types, reports, proposals, and employment communication.	Application Exercises provide approximately 50 writing projects that are roughly equivalent to the cases in <i>Business Communication Today</i> (meaning they require students to create a new message, document, or presentation, not just answer questions or revise an existing message).
Free multimedia resources	"Learn More" media items connect students with dozens of online media items, including infographics, videos, presentations, podcasts, and articles that provide examples and insights from successful professionals to reinforce learning and extend the chapter material.	Nothing comparable.
Instructor and Student Resources and Support Options	<p>Business Communication Headline News Delivers new ideas and examples every weekday throughout the year. Posts are archived by subject to make updating lectures easy. Currently more than 4,500 posts.</p> <p>Real-Time Updates Weekly multimedia content updates tied to specific business communication topics; instructors and students can subscribe on a chapter-by-chapter basis. Currently more than 7,000 posts that have attracted 2 million pageviews.</p> <p>Bovee & Thill's Business Communication Blog Focuses on original content, with teaching tips and techniques for instructors of business communication. Many posts include slides for classroom use.</p> <p>Instructor communities on Facebook and LinkedIn</p> <p>Online magazines for business communication on Scoop.it</p> <p>Business Communication Web Search</p>	The book's preface doesn't appear to mention anything comparable to these resources.

Quick Reference Guide to Leading-Edge Coverage in *Business Communication Today*, 14th Edition

Coverage of Digital, Social, and Mobile Media

(These page numbers are the primary coverage locations; please consult the index for integrated coverage throughout the text.)

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Backchannel in presentations	477
Blogging and microblogging	214–220
Collaboration technologies	43–46
Community Q&A websites	214
Compositional modes for digital media	183–185
Content curation	213–214
Creating content for social media	212
Data visualization	242–244
Digital, social, and mobile media options	182–183
Email	186–189
Infographics	246
IM, text messaging, and workgroup messaging	190–192
Interview media	554–555
Meeting technologies	50–51
Mobile devices in presentations	498
Mobile etiquette	60
Mobile media	16–18, 108–109
Online and social media résumés	534–535
Online etiquette	59–60
Podcasting	196–197
Social communication model	15–16
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Web writing	195–197
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Writing and designing messages for mobile devices	22–25, 169
Writing persuasive messages for mobile media	346
Writing persuasive messages for social media	344–346

Text sections and highlight boxes on professionalism, including ethics and business etiquette

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Committing to Ethical and Legal Communication	26
Distinguishing Ethical Dilemmas from Ethical Lapses	26
Ensuring Ethical Communication	27
Ensuring Legal Communication	29
Ethics Detective: Solving the Case of the Missing Team	39
The Art of Professionalism: Being a Team Player	42
Developing Your Business Etiquette	56
Business Etiquette in the Workplace	56
Business Etiquette in Social Settings	59
Business Etiquette Online	59
Business Etiquette Using Mobile Devices	60
(Multiple topics in intercultural communication)	69+
Ethics Detective: Solving the Case of the Missing Safety Warning	104
The Art of Professionalism: Maintaining a Confident, Positive Outlook	109
Establishing Your Credibility	130
The Art of Professionalism: Being Dependable and Accountable	132
The Ethics of Visual Communication	233
Ethics Detective: Solving the Case of the Hidden Numbers	235
Ethics Detective: Solving the Case of the Imaginary Good News	272
Maintaining High Standards of Ethics and Etiquette (with negative messages)	302
Ethics Detective: Solving the Case of the Deceptive Soft Sell	303
Ethics Detective: Solving the Case of the Incredible Credibility	334
Maintaining High Standards of Ethics, Legal Compliance, and Etiquette (with persuasive messages)	346
Maintaining Ethics and Etiquette in Your Research	365
Ethics Detective: Solving the Case of the Overblown Proposal	405
The Art of Professionalism: Recovering from Disasters	475
The Art of Professionalism: Striving to Excel	520

Figures and Model Documents Highlighting the Use of Digital, Social, and Mobile Media

(Not including email, IM, or presentation slides)

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Building Credibility	5.2	131
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Using Mobile Devices in Presentations	17.6	499
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Job Task Simulations	19.4	555
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