



**Thill & Bovée, *Excellence in Business Communication* (12th ed.)**  
**versus**  
**Cardon, *Business Communication* (3rd ed.)**

|                                      | Thill & Bovée   | Cardon   |
|--------------------------------------|---|--|
| <b>Professionalism</b>               | <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).</p> <p>Essential topics of credibility, ethics, and etiquette are integrated throughout the book; see list on page 3.</p> <p>Note that credibility has been a fundamental element of the Bovée &amp; Thill approach for decades, as part of the three-step writing process.</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 FAIR (Facts, Acts, Impacts, Respect) test for evaluating the fairness of business communication efforts.</p> |
| <b>Mobile communication</b>          | <p>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.</p> <p>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.</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 messages for mobile users.</p>  |
| <b>Business uses of storytelling</b> | <p>Presents storytelling as one of the fundamental ways to organize all types of messages, along with a special feature on writing the "story of you" as a way to visualize a career arc and prepare for the job search process.</p>  | <p>According to the index, storytelling is limited to the presentations chapter.</p>   |
| <b>Presentations</b>                 | <p>Comparison of structured (template-based) vs. free-form (story-driven) slide designs</p> <p>Advice on using a key visual to design slides in ways that avoid the mind-numbing effect of text-heavy slides, with multiple examples using actual PowerPoint features.</p> <p>28 example slides (real PowerPoint slides) showing various ways to present textual and graphical content</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>   |

**Thill & Bovée****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. 209–210) 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. 188–189) 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 70 technologies that play a role in contemporary business communication (see list pp. xxviii–xxix) and illustrates technology usage in business settings with engaging pictorial features (Chapters 1, 4, and 7).

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, *Excellence in Business Communication* offers 130 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 *Excellence in Business Communication* (meaning they require students to create a new message, document, or presentation, not just answer questions about a case scenario 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**

[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.

[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 ,7000 posts that have attracted 2 million pageviews.

[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.

Instructor communities on [Facebook](#) and [LinkedIn](#)

[Online magazines for business communication on Scoop.it](#)

[Business Communication Web Search](#)

The book's preface doesn't appear to mention anything comparable to these resources.

**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.)

| Topic   | Page                |
|---|---------------------|
| Backchannel in presentations                      | 465                 |
| Blogging and microblogging                        | 204–210             |
| Collaboration technologies                        | 42–44               |
| Community Q&A websites                            | 198                 |
| Compositional modes for digital media             | 188–189             |
| Content curation                                  | 195, 198            |
| Creating content for social media                 | 189–191             |
| Data visualization                                | 380–381             |
| Digital, social, and mobile media options         | 106–109             |
| Email   | 198–202             |
| Infographics                                      | 383, 384            |
| Instant messaging and text messaging              | 202–204             |
| Interview media                                   | 520–521             |
| Meeting technologies                              | 48–49               |
| Mobile devices in presentations                   | 459–460             |
| Mobile etiquette                                  | 58                  |
| Mobile media (overview)                           | 15–18               |
| Online and social media résumés                   | 499–500             |
| Online etiquette                                  | 57–58               |
| Podcasting  | 210–211             |
| Social communication model                        | 13–14               |
| Social networking                                 | 191–194             |
| User-generated content                            | 195                 |
| Web writing                                       | 342–344,<br>371–373 |
| Wikis   | 371–373             |
| Writing and designing messages for mobile devices | 148–149,<br>173–174 |
| Writing persuasive messages for mobile media      | 304                 |
| Writing persuasive messages for social media      | 302–303             |

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

| Section  | Page |
|--|------|
| Communicating as a Professional  | 5    |
| The Art of Professionalism: Maintaining a Confident, Positive Outlook                            | 8    |
| Committing to Ethical and Legal Communication  | 24   |
| Distinguishing Ethical Dilemmas from Ethical Lapses  | 24   |
| Ensuring Ethical Communication   | 26   |
| Ensuring Legal Communication   | 27   |
| Developing Your Business Etiquette   | 54   |
| Business Etiquette in the Workplace  | 54   |
| Business Etiquette in Social Settings  | 57   |
| Business Etiquette Online  | 57   |
| Business Etiquette Using Mobile Devices  | 58   |
| (Multiple topics in intercultural communication)   | 68+  |
| Practicing Ethical Communication: How Much Information Is Enough?                                | 105  |
| Establishing Your Credibility  | 132  |
| The Art of Professionalism: Being Dependable and Accountable                                     | 134  |
| Understanding the Ethics of Visual Communication   | 374  |
| Maintaining High Standards of Ethics and Etiquette (with negative messages)                      | 261  |
| Practicing Ethical Communication: The Deceptive Soft Sell  | 262  |
| Practicing Ethical Communication: Pushing the Limits of Credibility                              | 292  |
| Maintaining High Standards of Ethics, Legal Compliance, and Etiquette (with persuasive messages) | 304  |
| Practicing Ethical Communication: Distorting the Data  | 386  |
| The Art of Professionalism: Being a Team Player  | 453  |
| The Art of Professionalism: Striving to Excel  | 485  |

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

(Not including email, IM, or presentation slides)

| Title  | Number  | Page    |
|--|---------|---------|
| Mobile Recruiting Apps                                       | P1      | xlvii   |
| The Social Communication Model                               | 1.7     | 14      |
| Mobile Communication Tools                                   | 1.8     | 15      |
| Wearable Technology  | 1.9     | 16      |
| Mobile Communication: Opportunities and Challenges           | 1.10    | 17      |
| Powerful Tools for Communicating Effectively                 | Feature | 20–23   |
| Unethical Communication                                      | 1.11    | 25      |
| Ethical Communication  | 1.12    | 26      |
| Shared Workspaces  | 2.2     | 43      |
| Collaboration on Mobile Devices                              | 2.3     | 44      |
| Capturing Key Decisions and Discoveries from a Meeting       | 2.5     | 47      |
| Virtual Meetings   | 2.6     | 48      |
| Telepresence   | 2.7     | 49      |
| Mobile Language Tools  | 3.3     | 82      |
| Writing for Multilingual Audiences                           | 3.5     | 87      |
| Using Audience Analysis to Plan a Message                    | 4.2     | 102     |
| Media and Channel Choices: Written + Digital                 | 4.4     | 108     |
| Business Communicators Innovating with Mobile                | Feature | 110–111 |
| Mind Mapping   | 4.5     | 114     |
| Fostering a Positive Relationship with an Audience           | 5.1     | 129     |
| Building Credibility   | 5.2     | 133     |
| Plain Language at Creative Commons                           | 5.3     | 137     |
| Topic Sentences  | 5.5     | 145     |
| Writing for Mobile Devices                                   | 5.6     | 149     |
| Designing for Readability                                    | 6.3     | 171     |
| Designing Messages for Mobile Devices                        | 6.4     | 174     |
| Compositional Modes: Status Updates and Announcements        | 7.1     | 190     |
| Community Building via Social Media                          | 7.2     | 195     |
| Business Communicators Innovating with Social Media          | Feature | 196–197 |
| Business Applications of Blogging                            | 7.5     | 207     |
| Business Applications of Microblogging                       | 7.6     | 210     |
| Mobile Podcasting Tools                                      | 7.7     | 212     |
| Announcing Good News   | 8.6     | 237     |
| Goodwill Messages  | 8.7     | 238     |
| Internal Message Providing Bad News About Company Operations | 9.6     | 268     |
| Appealing to Audience Needs                                  | 10.1    | 289     |
| Promotional Messages in Social Media                         | 10.6    | 303     |
| Executive Dashboards   | 11.3    | 325     |
| Reader-Friendly Website Design                               | 11.8    | 343     |
| Writing for the Web  | 12.4    | 372     |
| Data Visualization   | 12.11   | 381     |
| Geographic Information Systems                               | 12.13   | 382     |
| Infographics   | 12.14   | 384     |
| Visual Displays on Mobile Devices                            | 12.15   | 387     |
| Executive Summary  | 13.2    | 408     |
| Nonlinear Presentations                                      | 14.3    | 445     |
| Using Mobile Devices in Presentations                        | 14.9    | 460     |
| Mobile Job Search Tools                                      | 15.2    | 483     |
| Job Task Simulations   | 16.3    | 521     |
| Interview Simulators   | 16.4    | 527     |