Business Communication Text Comparison

	Bovée/Thill *Business Communication Today* 14e	Guffey/Loewy *Business Communication: Process & Product* 9e
Mobile communication	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.	Passing mention within a descriptive overview of virtual offices and two paragraphs about mobile devices and apps as part of the technology feature in Chapter 1.

Mobile communication (continued):

Major text sections on mobile:

- The Mobile Revolution
- The Rise of Mobile as a Communication Platform
- How Mobile Technologies Are Changing Business Communication
- Collaboration via Mobile Devices
- Business Etiquette Using Mobile Devices
- The Unique Challenges of Communication on Mobile Devices
- Writing Messages for Mobile Devices
- Designing Messages for Mobile Devices
- Optimizing Content for Mobile Devices
- Visual Media on Mobile Devices
- Creating Promotional Messages for Mobile Devices
- Integrating Mobile Devices in Presentations

This extensive hands-on advice is complemented with review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices.

26 mobile examples and model documents (not including generic/decorative photos)

Guffey/Loewy (continued):

According to the index, there is no other coverage of mobile communication:

- No advice on crafting messages for mobile devices
- No model documents on mobile screens
- No student activities or cases that involve creating messages for mobile devices

	Bovée/Thill	Guffey/Loewy
Business uses of social media	25 examples and model documents (please see tables on page 3 for social media coverage and example); extensive writing advice for blogging, microblogging (e.g., Twitter), and social networking	Social media figures appear to be limited to one blog post and an example of Facebook branding; limited coverage of Twitter. Many headings and subheadings talk about "the Digital Age," but the text relies heavily on printed letters and interoffice memos for model documents.

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Before/after model documents	18 annotated before/after pairs that show students specific ways to improve messages and documents; in this edition, the annotations for most of these were extensively revised to help students see differences between ineffective and effective documents	8 pairs
Résumés	Model résumés based on real-life job openings, showing students how to respond to important clues in job descriptions and how to adapt their résumé content to different opportunities; a new application message (Figure 19.3) coordinates with one of the résumés to show how to pair an application message with a résumé.	Nothing comparable
Presentations	Comparison of linear (conventional slides) vs. nonlinear (Prezi style) presentations 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	Basic discussion of color, visuals, and text for slides; no discussion of the drawbacks of nonlinear (Prezi style) presentations, no comparison of structured vs. free-form slide design, no examples of using key visuals to design slides
Free multimedia resources	"Learn More" media items integrate the text with online materials and connect students with dozens of online media elements, including infographics, videos, presentations, podcasts, and articles with examples and insights to reinforce learning and extend the chapter material.	Nothing comparable.
Instructor and student resources and support options	Business Communication Headline News Delivers curated ideas and examples, archived by subject. Currently more than 3,000 posts. Real-Time Updates Weekly multimedia content updates tied to specific business communication topics; instructors and students can subscribe chapter-by-chapter. Currently more than 6,000 posts that have attracted 2 million pageviews. Bovee & Thill's Business Communication Blog with teaching tips and techniques, many with slides for classroom use. Instructor communities on Facebook and LinkedIn Online magazines on Scoop.it Business Communication Web Search	Author blog site, BizComBuzz, with original material including discussion points, featured articles, business communication news items, case studies with critical thinking questions, and classroom exercises

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

Coverage of Digital, Social, and Mobile Media
(Many of these topics are integrated throughout the text. These page numbers are the primary coverage locations; please consult the subject index for more details.)

Figures and Model Documents Highlighting the Use of Digital, Social, and Mobile Media
(Not including email, IM, or presentation slides)