



**Bovée/Thill, *Business Communication Today* (14th ed.)**

**versus**

**Guffey/Loewy, *Business Communication: Process & Product* (9th ed.)**

Bovée/Thill	Guffey/Loewy
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**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.

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)

**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

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.

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

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.

	Bovée/Thill	Guffey/Loewy
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<b>Before/after model documents</b>	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
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<b>Résumés</b>	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
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<b>Presentations</b>	<p>Comparison of linear (conventional slides) vs. nonlinear (Prezi style) presentations</p> <p>Comparison of structured (template-based) vs. free-form (story-driven) slide designs</p> <p>Advice on using a key visual to design slides</p> <p>32 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content</p>	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
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<b>Free multimedia resources</b>	“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.
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<b>Instructor and Student Resources and Support Options</b>	<p><a href="#">Business Communication Headline News</a> Delivers curated 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><a href="#">Real-Time Updates</a> 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><a href="#">Bovee &amp; Thill’s Business Communication Blog</a> with teaching tips and techniques for instructors of business communication. Many posts include slides for classroom use.</p> <p>Instructor communities on <a href="#">Facebook</a> and <a href="#">LinkedIn</a></p> <p><a href="#">Online magazines on Scoop.it</a></p> <p><a href="#">Business Communication Web Search</a></p>	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; a total of 154 items as of October 14, 2017.
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## 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.)

Topic	Page
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
Instant messaging, 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
Social networking	207–212
User-generated content	213
Web writing	195–197
Wikis	221
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

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

(Not including email, IM, or presentation slides)

Title	Number	Page
The Social Communication Model	1.7	15
Mobile Communication Tools	1.8	16
Wearable Technology	1.9	17
Mobile Communication: Opportunities and Challenges	1.10	19
Unethical Communication	1.11	27
Ethical Communication	1.12	28
Powerful Tools for Communicating Effectively	Feature	22–25
Shared Online Workspaces	2.2	44
Collaboration on Mobile Devices	2.3	45
Capturing Key Decisions and Discoveries from a Meeting	2.5	49
Virtual Meetings	2.6	50
Telepresence	2.7	51
Mobile Language Tools	3.3	83
Writing for Multilingual Audiences	3.5	88
Using Audience Analysis to Plan a Message	4.2	101
Media and Channel Choices: Written + Digital	4.4	107
Mind Mapping	4.5	114
Business Communicators Innovating with Mobile	Feature	110–111
Fostering a Positive Relationship with an Audience	5.1	127
Building Credibility	5.2	131
Plain Language at Creative Commons	5.3	135
Making Effective Word and Phrase Choices	5.4	137
Writing for Mobile Devices	5.6	145
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Designing for Mobile Devices	6.4	168
Compositional Modes: Status Updates and Announcements	7.1	185
Augmented Reality	7.2	186
Reader-Friendly Web Design	7.5	194
Writing for the Web	7.6	195
Mobile Podcasting	7.7	197
Community Building via Social Media	8.1	207
Business Applications of Blogging	8.2	217
Business Applications of Microblogging	8.3	219
Business Communicators Innovating with Social Media	Feature	210–211
Data Visualization	9.10	244
Geographic Information Systems	9.12	245
Infographics	9.13	247
Visual Displays on Mobile Devices	9.14	250
Framing Your Shots: Finding the Right Range	9.16	253
Framing Your Shots: Finding the Right Balance	9.17	254
Announcing Good News	10.6	278
Goodwill Messages	10.7	279
Internal Message Providing Bad News About Company Operations	11.6	310
Appealing to Audience Needs	12.1	331
Promotional Messages in Social Media	12.6	345
Executive Dashboards	14.3	393
Executive Summary	15.2	425
Nonlinear Presentations	16.3	465
Using Mobile Devices in Presentations	17.6	499
Mobile Job-Search Tools	18.2	519
Job Task Simulations	19.4	555
Interview Simulators	19.5	560