



Thill/Bovée, *Excellence in Business Communication* (12th ed.)

versus

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

Thill/Bovée	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.

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

Business uses of social media

26 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 paragraph about mobile devices as part of the technology photo 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 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.

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Before/after model documents	14 annotated before/after pairs that show students specific ways to improve messages and 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 as their careers progress	Nothing comparable
Presentations	<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>28 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

Free multimedia resources	“Learn More” media items integrate the text with online materials and connect students with dozens of carefully screened and selected online media, 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.
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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>	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 *Excellence in Business Communication*, 12th 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	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, 371–373
Wikis	371–373
Writing and designing messages for mobile devices	148–149, 173–174
Writing persuasive messages for mobile media	304
Writing persuasive messages for social media	302–303

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	xlvi
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