



Bovée/Thill, *Business Communication Essentials* (8th ed.)

versus

Guffey/Loewy, *Essentials of Business Communication* (10th ed.)

	Bovée/Thill	Guffey/Loewy
Mobile communication	<p>Just as Bovée and Thill pioneered coverage of social media, they now lead the market with up-to-the-minute coverage of mobile business communication and the need to rethink one’s approach to writing for mobile audiences. In dedicated mobile sections throughout the text, students get key insights and hands-on advice for creating effective messages for mobile readers.</p> <p>This coverage is complemented with review and analysis questions on mobile topics, including communication cases that require students to craft messages for mobile devices, and more than two dozen figures that showcase mobile communication.</p>	<p>Discussion of workplace mobility on page 2; the index lists mobile apps on page 372, but the page doesn’t appear to address the topic.</p>
Social media examples and advice	<p>More than 20 examples and model documents (please see tables on page 3 of this document for social media coverage and examples); extensive writing advice for blogging, microblogging (Twitter), and social networking</p>	<p>Three social media figures in Chapter 5, one in Chapter 8; Twitter examples in Chapter 8 activity; advice on microblogging in Chapter 4</p> <p>Various headings invoke “the Digital Age,” but the book relies heavily on printed memos and letters as examples for students.</p>
Contemporary and emerging communication technologies	<p>Highlights dozens of technologies that play a role in contemporary business communication, illustrates tech usage with engaging pictorial features (Chapters 1, 3, and 6), and gives students a look ahead with new “Future of Communication” sections in every chapter, exploring such advances as the Internet of Things, real-time translation, telepathy, haptic communication, virtual and augmented reality, gestural computing, smart bots, emotion recognition, and holograms.</p>	<p>Covers some technologies now in use, including applicant tracking systems, cloud computing, crowdsourcing, enterprise social networks, collaboration tools, and voice recognition.</p>
Before/after model documents	<p>14 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 writing</p>	<p>8 pairs</p>

	Bovée/Thill	Guffey/Loewy
Résumés, LinkedIn	<p>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 14.3) coordinates with one of the résumés to show how to pair an application message with a résumé</p> <p>New coverage of LinkedIn offers in-depth, step-by-step advice for building an effective LinkedIn profile (pages 382–384)</p>	<p>Good selection of model résumés, but they don't indicate a direct linkage with real job openings and don't show how an applicant can adapt his or her résumé to different opportunities</p> <p>Brief coverage of building LinkedIn profiles on page 434</p>
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>26 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content</p>	<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</p>
Free multimedia resources	<p>"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.</p>	<p>Nothing comparable</p>
Instructor and Student Resources and Support Options	<p>Business Communication Headline News 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>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 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 on Scoop.it</p> <p>Business Communication Web Search</p>	<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.</p>

Quick Reference Guide to Leading-Edge Coverage in *Business Communication Essentials*, 8th 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.)

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Collaboration technologies	40
Community Q&A websites	143
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Creating content for social media	141
Data visualization	291
Digital, social, and mobile media options	68
Email	143
Infographics	294
Instant messaging, text messaging, and workgroup messaging	148
Interview media	403
Meeting technologies	46
Mobile devices in presentations	344
Mobile etiquette	52
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Online résumés, LinkedIn	381, 382
Online etiquette	52
Podcasting	155
Social communication model	10
Social networking	140
User-generated content	142
Web writing	262, 286
Wikis	287
Writing and designing messages for mobile devices	103, 124
Writing persuasive messages for mobile media	236
Writing persuasive messages for social media	235

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

(Not including email, IM, or presentation slides)

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Mobile Communication Tools	1.7	14
Powerful Tools for Communicating Effectively	Feature	24–27
Shared Online Workspaces	2.1	41
Collaboration on Mobile Devices	2.2	42
Capturing Key Decisions and Discoveries from a Meeting	2.4	45
Virtual Meetings	2.5	46
Using Audience Analysis to Plan a Message	3.2	66
Media and Channel Choices: Written + Digital	3.4	71
Business Communicators Innovating with Mobile	Feature	74–75
Mind Mapping (PC and mobile)	3.5	76
Fostering a Positive Relationship with an Audience	4.1	89
Building Credibility	4.2	92
Plain Language at Creative Commons	4.3	95
Choosing Powerful Words	4.4	97
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Readability Decisions for Digital Communication	5.3	122
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Business Applications of Blogging	6.5	152
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Persuasive Messages in Social Media	9.6	236
Executive Dashboards	10.3	253
Organizing Website Content	10.6	262
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Data Visualization	11.8	293
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Visual Reports Using Presentation Software	12.8	343
Using Mobile Devices in Presentations	12.9	344
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