



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

**versus**

**Lehman/DuFrene, *BCOM* (9th ed.)**

	Bovée/Thill	Lehman/DuFrene
<b>Mobile communication</b>	<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>Index lists one mention of smartphones (page 16) and mobile web accessibility guidelines (page 90), but no coverage of the mobile revolution or writing for mobile devices.</p>
<b>Social media examples and advice</b>	<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>Limited coverage of social media, with no examples for students to study</p> <p>No coverage of Twitter, other than a couple of passing mentions</p>
<b>Emerging communication technologies</b>	<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>Basic descriptive coverage or mentions of established communication platforms, but no coverage of emerging technologies (see next item on research currency)</p>
<b>Research currency</b>	<p>The thorough research and rigorous updating for this edition is reflected in the many up-to-date sources throughout the book.</p>	<p>Very few endnotes are newer than 2010; most sources are more than a decade old, reflected in the lack of contemporary coverage of social media, mobile, and other important topics.</p>
<b>Functional illustrations</b>	<p>Screen shots, illustrations, and other figures chosen for maximum learning value</p>	<p>Many stock photos that have limited information value</p>

	Bovée/Thill	Lehman/DuFrene
<b>Résumés, LinkedIn</b>	<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>Model résumés 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>No advice for building a LinkedIn profile</p>
<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>26 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content</p>	<p>Only one figure in the main text (Figure 12.2, page 221) is provided to illustrate slide design, but its commentary is rather confusing (e.g., the commentary refers to the use of sans serif fonts, but the only font used in the mocked-up slide is a serif typeface), and the “after” illustration in the before/after pair is nothing but a line graph.</p> <p>There are two other bad/good pairs in the tear-out cards at the back of the book.</p>
<b>Free multimedia resources</b>	<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>
<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>	<p>No indication in the book's front matter of anything comparable</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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Creating content for social media	141
Data visualization	291
Digital, social, and mobile media options	68
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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 etiquette	52
Podcasting	155
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Web writing	262, 286
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Writing and designing messages for mobile devices	103, 124
Writing persuasive messages for mobile media	236
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### Figures and Model Documents Highlighting the Use of Digital, Social, and Mobile Media

(Not including email, IM, or presentation slides)

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Capturing Key Decisions and Discoveries from a Meeting	2.4	45
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Building Credibility	4.2	92
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