



Business Communication Text Comparison

Bovée/Thill
Business Communication Essentials 8e

Lehman/DuFrene/Walker
BCOM 10e

Research currency

The thorough research and rigorous updating for this edition is reflected in the many up-to-date sources throughout the book.

The 9th Edition was dated when it was published in 2017, with very few endnotes newer than 2010 and some dating back to the 1990s. Most sources were more than a decade old, and this was reflected in the lack of contemporary coverage of social media, mobile, and other important topics.

This new 10th Edition shows very little evidence of being updated, with only a handful of endnotes newer than 2015.

The chapter on electronic communication, for example, has the exact same endnotes in the 10th Edition as it had in the 9th Edition. Two of these are from 2015, but the bulk are from 2005–2008.

The résumé writing chapter and the job interview chapter each have only one source newer than 2009.

The field of business communication—and particularly the many aspects of digital and social media—is changing so quickly that a book more than a decade out of date is not well positioned to serve today's students and instructors.

Mobile communication

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.

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.

Index lists one mention of smartphones and mobile web accessibility guidelines, but no coverage of the mobile revolution or writing for mobile devices.

Social media examples and advice

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

Limited coverage of social media, with no examples for students to study

No coverage of Twitter, other than a couple of passing mentions

Emerging communication technologies

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.

Basic descriptive coverage or mentions of established communication platforms, but no coverage of emerging technologies (see previous item on research currency)

	Bovée/Thill <i>Business Communication Essentials 8e</i>	Lehman/DuFrene/Walker <i>BCOM 10e</i>
Functional illustrations	Screen shots, illustrations, and other figures chosen for maximum learning value	Many stock photos that have limited information value
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>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>
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>	Only one figure (Figure 12.3, page 215) 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.
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	<p>Business Communication Headline News Delivers curated ideas and examples, archived by subject. Currently more than 3,000 posts.</p> <p>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.</p> <p>Bovee & Thill's Business Communication Blog with teaching tips and techniques, many with 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>	No indication of anything comparable

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.)

Topic	Page
Backchannel in presentations	349
Blogging and microblogging	150
Collaboration technologies	40
Community Q&A websites	143
Compositional modes for digital media	136
Content curation	143
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
Mobile media	12, 72
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)

Title	Number	Page
The Social Communication Model	1.5	11
Wearable Technology	1.6	12
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
Writing for Mobile Devices	4.6	105
Readability Decisions for Digital Communication	5.3	122
Designing for Mobile Devices	5.4	125
Compositional Modes: Status Updates and Announcements	6.1	138
Augmented Reality	6.2	139
Business Communicators Innovating with Social Media	Feature	144–145
Business Applications of Blogging	6.5	152
Business Applications of Microblogging	6.6	155
Mobile Podcasting Tools	6.7	156
Announcing Good News	7.6	178
Goodwill Messages	7.7	179
Internal Message Providing Bad News About Company Operations	8.7	208
Appealing to Audience Needs	9.1	223
Persuasive Messages in Social Media	9.6	236
Executive Dashboards	10.3	253
Organizing Website Content	10.6	262
Writing and Designing for the Web	11.2	287
Data Visualization	11.8	293
Infographics	11.11	296
Visual Displays on Mobile Devices	11.12	297
Visual Reports Using Presentation Software	12.8	343
Using Mobile Devices in Presentations	12.9	344
Mobile Job-Search Tools	13.2	365
Job Task Simulations	14.4	403
Interview Simulators	14.5	409