



Transition Guide

FROM

Business and Administrative Communication, 11e, Locker & Kienzler

TO

Business Communication Today, 14e, Bovée & Thill

Excellence in Business Communication, 12e, Thill & Bovée

What's in this guide:

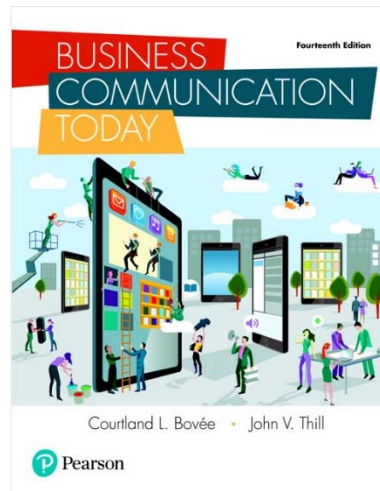
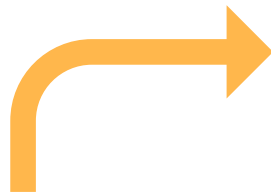
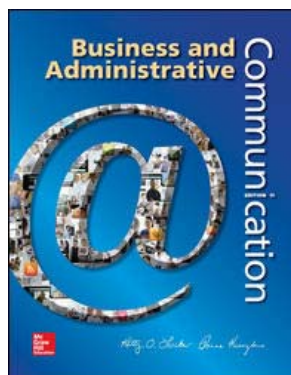
- **Selection Advice:** How to choose the best Bovée & Thill text for your course as you transition from Locker & Kienzler
- **Content Mapping:** Where to find familiar content in your chosen Bovée & Thill text and what new content is available
- **Terminology Translator:** Understanding the similarities and differences between Locker & Kienzler and the Bovée & Thill series
- **Activity Mapping:** Where to find similar student exercises and activities in your chosen Bovée & Thill text and which new activities are available

Note: As the next page explains, two books from the Bovée & Thill series are good candidates for transitioning from *Business and Administrative Communication*. This guide includes information on *Business Communication Today* (starting on page 3), followed by *Excellence in Business Communication* (starting on page 28).

Updated 20 July 2017

Choosing the Best Bovée & Thill Text for Your Course

The Bovée & Thill series has two books that align well with the Locker & Kienzler text. *Excellence in Business Communication* (EBC) covers the same range of topics in about 100 fewer pages. *Business Communication Today* (BCT) covers the same content as Locker & Kienzler and EBC, plus offers expanded coverage of digital and social media skills. Click the large arrows below to find information on moving to either BCT or EBC.



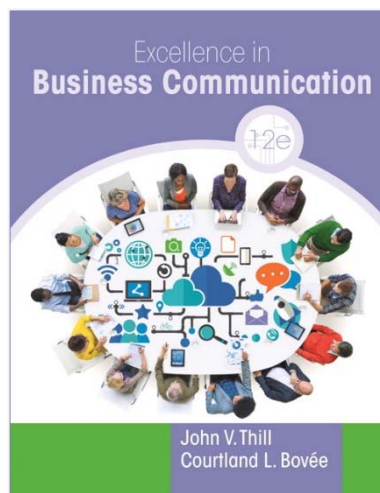
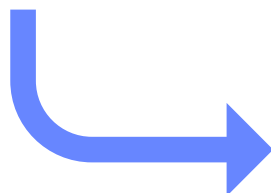
Best choice for a full-spectrum course that goes beyond the traditional core of business writing and public speaking

19 chapters, 3 appendices, Handbook
631 pages, hardback, 2018

***Business Communication Today* (BCT) 14e** offers the most comprehensive coverage of contemporary business communication practices and tools on the market.

- In-depth coverage of essential writing skills
- Latest on mobile communication
- Future of Communication highlight boxes
- Dedicated chapters on social media, visual media (including digital video), and research

Click here or turn to page 3 for a detailed guide on transitioning to *Business Communication Today*



Best choice for a course that focuses on writing and public speaking

16 chapters, 3 appendices, Handbook
598 pages, paperback, 2017

***Excellence in Business Communication* (EBC) 12e** covers the same range of topics as Locker & Kienzler but in roughly 100 fewer pages.

- In-depth coverage of essential writing skills
- Latest on mobile communication
- Unique end-of-chapter simulation that has students play the role of a professional in a real company, making realistic communication choices

Click here or turn to page 28 for a detailed guide on transitioning to *Excellence in Business Communication*



Content Mapping

Business and Administrative Communication 11e → *Business Communication Today 14e*

1. High-Level Comparison

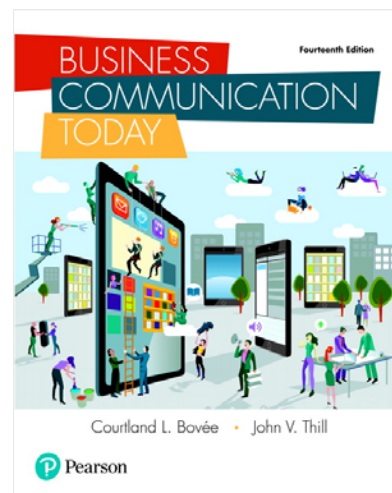
Business Communication Today (BCT) covers essentially all of the topics addressed in *Business and Administrative Communication* (BAC), but the books divide the topics somewhat differently in a few key areas (particularly Parts 1 and 2). In addition, BCT addresses some topics that BAC addresses only briefly or not at all. Here is a high-level mapping of the two books, and a more detailed comparison starts on the next page.

Business and Administrative Communication (BAC)

- Part 1: The Building Blocks of Effective Messages
 - Chapter 1: Succeeding in Business Communication
 - Chapter 2: Adapting Your Message to Your Audience
 - Chapter 3: Building Goodwill
 - Chapter 4: Navigating the Business Communication Environment
- Part 2: The Communication Process
 - Chapter 5: Planning, Composing, and Revising
 - Chapter 6: Designing Documents
 - Chapter 7: Communicating across Cultures
 - Chapter 8: Working and Writing in Teams
- Part 3: Basic Business Messages
 - Chapter 9: Sharing Informative and Positive Messages with Appropriate Technology
 - Chapter 10: Delivering Negative Messages
 - Chapter 11: Crafting Persuasive Messages
- Part 4: The Job Hunt
 - Chapter 12: Building Resumes
 - Chapter 13: Writing Job Application Letters
 - Chapter 14: Interviewing, Writing Follow-Up Messages, and Succeeding in the Job
- Part 5: Proposals and Reports
 - Chapter 15: Researching Proposals and Reports
 - Chapter 16: Creating Visuals and Data Displays
 - Chapter 17: Writing Proposals and Progress Reports
 - Chapter 18: Analyzing Information and Writing Reports
 - Chapter 19: Making Oral Presentations
- Back matter
 - Appendix A: Formatting Letters, Memos, and E-Mail Messages
 - Appendix B: Writing Correctly
 - Appendix C: Citing and Documenting Sources

Business Communication Today (BCT)

- Part 1: Understanding the Foundations of Business Communication
 - Chapter 1: Professional Communication in a Digital, Social, Mobile World
 - Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette
 - Chapter 3: Communication Challenges in a Diverse, Global Marketplace
- Part 2: Applying the Three-Step Writing Process
 - Chapter 4: Planning Business Messages
 - Chapter 5: Writing Business Messages
 - Chapter 6: Completing Business Messages
- Part 3: Digital, Social, and Visual Media
 - Chapter 7: Digital Media
 - Chapter 8: Social Media
 - Chapter 9: Visual Media
- Part 4: Brief Messages
 - Chapter 10: Writing Routine and Positive Messages
 - Chapter 11: Writing Negative Messages
 - Chapter 12: Writing Persuasive Messages
- Part 5: Reports and Proposals
 - Chapter 13: Finding, Evaluating, and Processing Information
 - Chapter 14: Planning Reports and Proposals
 - Chapter 15: Writing and Completing Reports and Proposals
- Part 6: Developing and Delivering Business Presentations
 - Chapter 16: Developing Presentations in a Social Media Environment
 - Chapter 17: Enhancing Presentations with Slides and Other Visuals
- Part 7: Writing Employment Messages and Interviewing for Jobs
 - Chapter 18: Building Careers and Writing Résumés
 - Chapter 19: Applying and Interviewing for Employment
- Back matter
 - Appendix A: Format and Layout of Business Documents
 - Appendix B: Documentation of Report Sources
 - Appendix C: Correction Symbols
 - Handbook of Grammar, Mechanics, and Usage



2. Where to Find Familiar Content

Here are the chapters of BAC mapped to the closest equivalent chapters and sections in BCT. Note that content doesn't always align perfectly from one book to the other, but we've indicated the closest matches.

We've also highlighted sections that appear in BCT but don't appear in the corresponding chapter in BAC.

When searching for equivalent content in BCT, please note that BCT chapters tend to be more rigorously and cohesively organized than BAC chapters, with careful hierarchies of information organized under primary, secondary, and tertiary headings.

BAC Chapter 1 Succeeding in Business Communication	BCT Chapter 1 Professional Communication in a Digital, Social, Mobile World
Benefits of Good Communication Skills	Understanding Why Communication Matters Communication Is Important to Your Career Communication Is Important to Your Company
"I'll Never Have to Write Because..."	Understanding Why Communication Matters Communication Is Important to Your Career
Communicating on the Job	Communicating as a Professional Communicating in an Organizational Context
The Cost of Communication	No comparable section
Costs of Poor Communication	No comparable section, but consequences of communication failures are discussed in context throughout BCT
Basic Criteria for Effective Messages	Understanding Why Communication Matters
Using Technology for Communication	Using Technology to Improve Business Communication (Note that BCT's coverage of digital and social media is much more extensive and is integrated throughout; most of BAC's coverage appears at the beginning of Chapter 9.)
Following Conventions	Communicating as a Professional
Understanding and Analyzing Business Communication Situations	(addressed in context in Chapters 4–6)
How to Solve Business Communication Problems	(addressed in context in Chapters 4–6)
	<p>The following sections and subsections in BCT Chapter 1 (those in bold) have no direct equivalents in BAC Chapter 1 or other chapters (although some of the topics are addressed to varying degrees):</p> <ul style="list-style-type: none"> Communicating as a Professional <ul style="list-style-type: none"> Understanding What Employers Expect from You Exploring the Communication Process <ul style="list-style-type: none"> The Basic Communication Model The Social Communication Model The Mobile Revolution <ul style="list-style-type: none"> The Rise of Mobile as a Communication Platform How Mobile Technologies Are Changing Business Communication Using Technology to Improve Business Communication <ul style="list-style-type: none"> Keeping Technology in Perspective Using Technological Tools Productively Reconnecting with People Committing to Ethical and Legal Communication <ul style="list-style-type: none"> Distinguishing Ethical Dilemmas from Ethical Lapses Ensuring Legal Communication

BAC Chapter 2 Adapting Your Message to Your Audience	BCT Chapter 4 Planning Business Messages
	(Please refer to the discussion of the <i>three-step writing process</i> in the Terminology Translator section for additional information.)
Identifying Your Audiences	Analyzing the Situation Developing an Audience Profile
Analyzing Your Audience	Analyzing the Situation Developing an Audience Profile
Choosing Channels to Reach Your Audience	Selecting the Best Combination of Media and Channels (Note that BCT's coverage of media and channels divides the options into six combinations of <i>oral</i> , <i>written</i> , or <i>visual medium</i> and <i>digital</i> or <i>non-digital channel</i> , with practical advice for using each combination.)
Using Audience Analysis to Adapt Your Message Audience Analysis Works	Organizing Your Information (Note that in BCT, insights developed during audience analysis are applied within the context of organizing a message, which includes defining your main idea, limiting the scope of the message, and choosing between the direct or indirect approach.)
Characteristics of Good Audience Benefits Identifying and Developing Audience Benefits Audience Benefits Work	Gathering Information Uncovering Audience Needs Providing Required Information (For persuasive business messages and marketing messages in particular, benefits are addressed in Chapter 12 under Using the Three-Step Writing Process for Persuasive Messages.)
Writing or Speaking to Multiple Audiences with Different Needs	Developing an Audience Profile (This includes a brief mention of identifying the primary audience; coverage not as comprehensive as in BAC.)
	<p>The following subsections in BCT Chapter 4 (those in bold) have no direct equivalents in BAC Chapter 2 (although some of the topics are addressed to varying degrees):</p> <p>Understanding the Three-Step Writing Process</p> <p>Optimizing Your Writing Time</p> <p>Planning Effectively</p> <p>Analyzing the Situation</p> <p>Defining Your Purpose (BAC discusses <i>purpose statements</i> for reports in Chapter 15 but doesn't distinguish <i>general purpose</i> and <i>specific purpose</i> or apply these to all message types.)</p> <p>Organizing Your Information</p> <p>Defining Your Main Idea</p> <p>Limiting Your Scope</p> <p>Choosing Between Direct and Indirect Approaches (BAC covers direct persuasive requests in Chapter 11.)</p> <p>Outlining Your Content</p>

BAC Chapter 3 Building Goodwill	BCT Chapter 5 Writing Business Messages
You-Attitude	Adapting to Your Audience: Being Sensitive to Audience Needs Using the “You” Attitude
Positive Emphasis Positive Psychology	Adapting to Your Audience: Being Sensitive to Audience Needs Emphasizing the Positive
Tone, Power, and Politeness	Adapting to Your Audience: Being Sensitive to Audience Needs Maintaining Standards of Etiquette
Trust	Adapting to Your Audience: Building Strong Relationships Establishing Your Credibility
Using Technology to Build Goodwill	(No equivalent section in this chapter, but the use of social media to build positive stakeholder relationships is addressed throughout BCT.)
Reducing Bias in Business Communication	Adapting to Your Audience: Being Sensitive to Audience Needs Using Bias-Free Language
	<p>The following section and subsections in BCT Chapter 5 have no direct equivalents in BAC Chapter 3 (although some of the topics are addressed to varying degrees):</p> <p>Adapting to Your Audience: Building Strong Relationships</p> <p>Projecting Your Company’s Image</p> <p>Composing Your Message: Choosing Powerful Words</p> <p>Balancing Abstract and Concrete Words</p> <p>Writing Messages for Mobile Devices</p>
BAC Chapter 4 Navigating the Business Communication Environment	BCT Chapter 1 Professional Communication in a Digital, Social, Mobile World BCT Chapter 2 Collaboration, Interpersonal Communication, and Business Etiquette BCT Chapter 4 Planning Business Messages
Ethics	Chapter 1: Committing to Ethical and Legal Communication Distinguishing Ethical Dilemmas from Ethical Lapses Ensuring Ethical Communication Ensuring Legal Communication
Corporate Culture	Chapter 1: Committing to Ethical and Legal Communication Communicating as a Professional (In addition, corporate/organizational culture is addressed in context of specific communication challenges in a number places throughout the book.)
Interpersonal Communication	Chapter 1: Committing to Ethical and Legal Communication Communicating as a Professional Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette Collaborating on Communication Efforts Improving Your Listening Skills Improving Your Nonverbal Communication Skills Developing Your Business Etiquette
Time Management	Chapter 4: Planning Business Messages Optimizing Your Writing Time
Trends in Business Communication	Many of the topics covered in this BAC section are addressed at various points in BCT, including data security, privacy, communicating with diverse audiences, communication in team contexts, and big data. To find a specific topic, please consult the Subject Index in BCT.

BAC Chapter 5 Navigating the Business Communication Environment	BCT Chapter 4 Planning Business Documents BCT Chapter 5 Writing Business Documents BCT Chapter 6 Completing Business Documents
The Way Good Writers Write	Chapter 4: Planning Business Documents Understanding the Three-Step Writing Process (Also, please refer to the discussion of writing process in the Terminology Translator.)
Activities in the Composing Process	Chapter 4: Planning Business Documents Understanding the Three-Step Writing Process
Using Your Time Effectively	Chapter 4: Planning Business Documents Understanding the Three-Step Writing Process Optimizing Your Writing Time
Brainstorming, Planning, and Organizing Business Documents	Chapter 4: Planning Business Documents Gathering Information Uncovering Audience Needs Finding Your Focus Organizing Your Information
Writing Good Business and Administrative Documents	Chapter 5: Writing Business Documents Adapting to Your Audience: Controlling Your Style and Tone Creating a Conversational Tone Using Plain Language
Half-Truths about Business Writing	The Handbook of Grammar, Mechanics, and Usage at the end of BCT addresses most of these issues.
Ten Ways to Make Your Writing Easier to Read	Chapter 5: Writing Business Documents Composing Your Message: Choosing Powerful Words Composing Your Message: Creating Effective Sentences Composing Your Message: Crafting Unified, Coherent Paragraphs
Organizational Preferences for Style	Chapter 5: Writing Business Documents Adapting to Your Audience: Building Strong Relationships Projecting Your Company's Image
Revising, Editing, and Proofreading	Chapter 6: Completing Business Documents Revising Your Message: Evaluating the First Draft Revising to Improve Readability Editing for Clarity and Conciseness Proofreading Your Message
Getting and Using Feedback	Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette Collaborating on Communication Efforts Giving—and Responding to—Constructive Feedback
Using Boilerplate	Chapter 14: Planning Reports and Proposals Drafting Proposal Content
Readability Formulas	Chapter 6: Completing Business Documents Revising to Improve Readability

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BAC Chapter 5
 Planning, Composing, and Revising
 (continued)

BCT Chapter 4
 Planning Business Documents
 BCT Chapter 5
 Writing Business Documents
 BCT Chapter 6
 Completing Business Documents

The following subsections in BCT Chapters 4, 5 and 6 have no direct equivalents in BAC Chapter 5 or other chapters (although some of the topics are addressed to varying degrees):

Chapter 4: Planning Business Documents

Analyzing the Situation

Defining Your Purpose

Chapter 4: Planning Business Documents

Organizing Your Information

Defining Your Main Idea

Limiting Your Scope

Choosing Between Direct and Indirect Approaches

Outlining Your Content

Chapter 5: Writing Business Documents

Writing Messages for Mobile Devices

Chapter 6: Completing Business Documents

Revising Your Message: Evaluating the First Draft

Evaluating, Editing, and Revising the Work of Other Writers

Chapter 6: Completing Business Documents

Producing Your Message

Designing Messages for Mobile Devices

Chapter 6: Completing Business Documents

Distributing Your Message

BAC Chapter 6 Designing Documents	BCT Chapter 6 Completing Business Messages
The Importance of Effective Design as Part of the Writing Process	Chapter 6: Completing Business Documents Producing Your Message Designing for Readability
Design and Conventions	Awareness of design conventions and reader expectations are addressed in context in several places, including Chapter 6: Completing Business Documents Producing Your Message Designing for Readability Typefaces Formatting Formal Letters and Memos Chapter 9: Visual Media Understanding Visual Communication Visual Design Principles
Guidelines for Document Design	Chapter 6: Completing Business Documents Producing Your Message Designing for Readability
Using Software Programs for Creating Document Designs	The use of programs and apps for document and visual design is discussed at various places throughout BCT.
Designing Brochures	No comparable section
Designing Infographics	Chapter 9: Visual Media Selecting Visuals for Presenting Information, Concepts, and Ideas Infographics
Designing Web Pages	Chapter 7: Digital Media Website Content
Testing the Design for Usability	No comparable section The following section in BCT Chapter 6 has no equivalent in BAC Chapter 6 or other chapters Chapter 6: Completing Business Documents Producing Your Message Designing Messages for Mobile Devices

BAC Chapter 7 Communicating Across Cultures	BCT Chapter 3 Communication Challenges in a Diverse, Global Marketplace
Global Business	Understanding the Opportunities and Challenges of Communication in a Diverse World Opportunities in a Global Marketplace
Diversity in North America	Recognizing Variations in a Diverse World
Ways to Look at Culture	Recognizing Variations in a Diverse World Developing Cultural Competency
Values, Beliefs, and Practices	Recognizing Variations in a Diverse World
Nonverbal Communication	Recognizing Variations in a Diverse World Nonverbal Differences Note that BCT’s primary coverage of nonverbal communication is in Chapter 2
Oral Communication	Improving Intercultural Communication Skills Respecting Preferences For Communication Style Speaking and Listening Carefully Using Interpreters, Translators, and Translation Software
Writing to International Audiences	Improving Intercultural Communication Skills Respecting Preferences For Communication Style Writing Clearly Using Interpreters, Translators, and Translation Software
Learning More about International Business Communication	Improving Intercultural Communication Skills Studying Other Cultures Studying Other Languages Studying Other Languages
	<p>The following section and subsections in BCT Chapter 3 (those in bold) have no direct equivalents in BAC Chapter 7 or other chapters (although some of the topics are addressed to varying degrees):</p> <p>Recognizing Variations in a Diverse World</p> <ul style="list-style-type: none"> Legal and Ethical Differences Social Differences Age Differences Gender Differences Religious Differences Ability Differences <p>Adapting to Other Business Cultures</p> <ul style="list-style-type: none"> Guidelines for Adapting to Any Business Culture Guidelines for Adapting to U.S. Business Culture <p>Improving Intercultural Communication Skills</p> <ul style="list-style-type: none"> Helping Others Adapt to Your Culture

BAC Chapter 8 Working and Writing in Teams	BCT Chapter 2 Collaboration, Interpersonal Communication, and Business Etiquette
Team Interactions	Communicating Effectively in Teams
Working on Diverse Teams	(Diversity issues are addressed in Chapter 3.)
Conflict Resolution	Communicating Effectively in Teams Group Dynamics Resolving Conflict Overcoming Resistance
Effective Meetings	Making Your Meetings More Productive
Technology in Teams	Using Meeting Technologies
Collaborative Writing	Collaborating on Communication Efforts
	<p>The following subsections in BCT Chapter 2 (those in bold) have no direct equivalents in BAC Chapter 8 or other chapters (although some of the topics are addressed to varying degrees):</p> <ul style="list-style-type: none"> Collaborating on Communication Efforts <ul style="list-style-type: none"> Technologies for Collaborative Writing Collaboration Systems Social Networks and Virtual Communities Collaboration via Mobile Devices Developing Your Business Etiquette <ul style="list-style-type: none"> Business Etiquette in the Workplace Business Etiquette in Social Settings Business Etiquette Online Business Etiquette Using Mobile Devices

<p>BAC Chapter 9 Sharing Information and Positive Messages with Appropriate Technology</p>	<p>BCT Chapter 4 Planning Business Messages BCT Chapter 7 Digital Media BCT Chapter 8 Social Media BCT Chapter 10 Writing Routine and Positive Messages</p>
	(Note that BCT devotes an entire chapter to routine and positive messages and devotes a chapter each to digital and social media.)
Purposes of Informative and Positive Messages	Chapter 4: Planning Business Messages Analyzing the Situation Defining Your Purpose
Communication Hardware	These topics and others can be found in BCT's Subject Index.
Information Overload	Chapter 1: Using Technology to Improve Business Communication Guarding Against Information Overload
Using Common Media	Chapter 7: Digital Media Email Messaging Website Content Podcasting Chapter 8: Social Media Social Networks Information- and Content-Sharing Sites Blogging Microblogging Wikis <i>Note that students get use of the exclusive Bovée & Thill Wiki Simulator, which offers the opportunity to practice wiki writing skills in a safe, private environment.</i>
Organizing Informative and Positive Messages	Chapter 10: Writing Routine and Positive Messages Strategy for Routine Requests Common Examples of Routine Requests Strategy for Routine and Positive Messages Common Examples of Routine and Positive Messages
Subject Lines for Informative and Positive Messages	Subject lines and post titles are discussed in multiple places throughout BCT, including in the annotations that accompany many of the model documents. For media-specific advice, please see Chapter 5: Writing Business Messages Writing Messages for Mobile Devices Chapter 7: Digital Media Email Writing Email Messages Chapter 8: Social Media Blogging Adapting the Three-Step Process for Successful Blogging
Managing the Information in Your Messages	Chapter 4: Planning Business Messages Gathering Information Providing Required Information Be Sure the Information Is Accurate Be Sure the Information Is Ethical Be Sure the Information Is Pertinent
Using Benefits in Informative and Positive Messages	The importance of highlighting reader benefits is discussed in multiple places in Chapters 10, 11, and 12, which address routine, negative, and persuasive messages, respectively.

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BAC Chapter 9 Sharing Information and Positive Messages with Appropriate Technology (continued)	BCT Chapter 4 Planning Business Messages BCT Chapter 7 Digital Media BCT Chapter 8 Social Media BCT Chapter 10 Writing Routine and Positive Messages
Ending Informative and Positive Messages	BCT Chapter 10: Writing Routine and Positive Messages Strategy for Routine Requests Strategy for Routine and Positive Messages
Story in Informative Messages	Chapter 4: Planning Business Messages Organizing Your Information Building Reader Interest with Storytelling Techniques
Humor in Informative Messages	Chapter 5: Writing Business Messages Creating a Conversational Tone
Varieties of Informative and Positive Messages	BCT Chapter 10: Writing Routine and Positive Messages Common Examples of Routine Requests Common Examples of Routine and Positive Messages
Solving a Sample Problem	No comparable section

BAC Chapter 10 Delivering Negative Messages	BCT Chapter 11 Writing Negative Messages
Purposes of Negative Messages	Using the Three-Step Writing Process for Negative Messages Step 1: Planning A Negative Message
Organizing Negative Messages	Using the Three-Step Writing Process for Negative Messages Step 1: Planning A Negative Message Using the Direct Approach for Negative Messages Using the Indirect Approach for Negative Messages
The Parts of a Negative Message	Using the Direct Approach for Negative Messages Opening with a Clear Statement of the Bad News Providing Reasons and Additional Information Closing on a Respectful Note Using the Indirect Approach for Negative Messages Opening with a Buffer Providing Reasons and Additional Information Continuing with a Clear Statement Of The Bad News Closing on a Respectful Note
Apologies	Using the Direct Approach for Negative Messages Providing Reasons and Additional Information
Tone in Negative Messages	Maintaining High Standards of Ethics and Etiquette
Alternative Strategies for Negative Situations	Using the Direct Approach for Negative Messages Closing on a Respectful Note Using the Indirect Approach for Negative Messages Closing on a Respectful Note
Varieties of Negative Messages	Sending Negative Messages on Routine Business Matters Sending Negative Organizational News Sending Negative Employment Messages
Using Technology for Negative Messages	Sending Negative Organizational News Responding to Negative Information in a Social Media Environment
Solving a Sample Problem	(no equivalent section)
	The following subsections in BCT Chapter 11 have no direct equivalents in BAC Chapter 10 or other chapters (although some of the topics are addressed to varying degrees): Sending Negative Organizational News Communicating in a Crisis Sending Negative Employment Messages Refusing Requests for Employee References and Recommendation Letters Refusing Social Networking Recommendation Requests

BAC Chapter 11 Crafting Persuasive Messages	BCT Chapter 12 Writing Persuasive Messages
	(Please see the entry on persuasive messages in the Terminology Translator for the differences in how BAC and BCT define these messages. Also, routine messages that don't require a strong element of persuasion are covered in Chapter 10.)
Purposes of Persuasive Messages	Using the Three-Step Writing Process for Persuasive Messages
Analyzing Persuasive Situations	Using the Three-Step Writing Process for Persuasive Messages Step 1: Planning Persuasive Messages Analyzing the Situation
Choosing a Persuasive Strategy	Using the Three-Step Writing Process for Persuasive Messages Step 1: Planning Persuasive Messages Organizing Your Information
Why Threats and Punishment Are Less Effective Than Persuasion	Developing Persuasive Business Messages
Making Persuasive Direct Requests	Chapter 10: Writing Routine and Positive Messages Strategy for Routine Requests Common Examples of Routine Requests
Writing Persuasive Problem-Solving Messages	Developing Persuasive Business Messages Strategies for Persuasive Business Messages Framing Your Arguments Balancing Emotional and Logical Appeals Reinforcing Your Position Anticipating Objections
Tone in Persuasive Messages	Developing Persuasive Business Messages Avoiding Common Mistakes In Persuasive Communication
Varieties of Persuasive Messages	Developing Persuasive Business Messages Common Examples of Persuasive Business Messages
Sales and Fund-Raising Messages	Developing Marketing and Sales Messages Planning Marketing and Sales Messages Writing Conventional Marketing and Sales Messages Writing Promotional Messages for Social Media
Technology and Persuasion	Developing Marketing and Sales Messages Writing Promotional Messages for Social Media
Solving a Sample Problem	(no equivalent section)
	The following section and subsection in BCT Chapter 12 have no direct equivalents in BAC Chapter 11 or other chapters (although some of the topics are addressed to varying degrees): Developing Marketing and Sales Messages Creating Promotional Messages for Mobile Devices Maintaining High Standards of Ethics, Legal Compliance, and Etiquette

BAC Chapter 12 Building Résumés	BCT Prologue Building a Career with Your Communication Skills BCT Chapter 18 Building Careers and Writing Résumés
A Time Line for Job Hunting	Chapter 18: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market
Evaluating Your Strengths and Interests	Prologue: Building a Career with Your Communication Skills Adapting to Today's Job Market What Do You Want to Do? What Do You Have to Offer? How Can You Make Yourself More Valuable? Chapter 18: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market Writing the Story of You
Conducting a Job Search	Prologue: Building a Career with Your Communication Skills Adapting to Today's Job Market Building Your Personal Brand Chapter 18: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market Learning to Think Like an Employer Researching Industries and Companies of Interest Translating Your General Potential into a Specific Solution for Each Employer Taking the Initiative to Find Opportunities Building Your Network Seeking Career Counseling Avoiding Mistakes
How Employers Use Résumés	Chapter 18: Building Careers and Writing Résumés Planning Your Résumé Analyzing Your Purpose and Audience
Guidelines for Résumés	Chapter 18: Building Careers and Writing Résumés Planning Your Résumé Writing Your Résumé Completing Your Résumé
Kinds of Résumés	Chapter 18: Building Careers and Writing Résumés Planning Your Résumé Organizing Your Résumé Around Your Strengths The Chronological Résumé The Functional Résumé The Combination Résumé
What to Include in a Résumé	Chapter 18: Building Careers and Writing Résumés Writing Your Résumé Composing Your Résumé
References	Chapter 18: Building Careers and Writing Résumés Writing Your Résumé Composing Your Résumé Personal Data and References
What Not to Include in a Résumé	Chapter 18: Building Careers and Writing Résumés Planning Your Résumé Analyzing Your Purpose and Audience Gathering Pertinent Information
Dealing with Difficulties	Chapter 18: Building Careers and Writing Résumés Planning Your Résumé Addressing Areas of Concern

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BAC Chapter 12 Building Résumés (continued)	BCT Prologue Building a Career with Your Communication Skills BCT Chapter 18 Building Careers and Writing Résumés
Electronic Résumés	Chapter 18: Building Careers and Writing Résumés Completing Your Résumé Producing Your Résumé Creating a Plain-Text File of Your Résumé Creating a Word File of Your Résumé Creating a PDF Version of Your Résumé Creating an Online or Social Media Résumé
Honesty	Chapter 18: Building Careers and Writing Résumés Writing Your Résumé Keeping Your Résumé Honest
	<p>The following subsections in the BCT Prologue and Chapter 18 (those in bold) have no direct equivalents in BAC Chapter 12 or other chapters (although some of the topics are addressed to varying degrees):</p> <p>Prologue: Building a Career with Your Communication Skills Using This Course to Help Launch Your Career Understanding the Changing World of Work Adapting to Today's Job Market Building an Employment Portfolio Building Your Personal Brand Using All the Job-Search Tools at Your Disposal</p> <p>Chapter 18: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market Writing the Story of You Learning to Think Like an Employer Completing Your Résumé Completing Your Résumé Considering Photos, Videos, Presentations, and Infographics</p>

BAC Chapter 13 Writing Job Application Letters	BCT Chapter 18 Building Careers and Writing Résumés BCT Chapter 19 Applying and Interviewing for Employment
How Content Differs in Job Letters and Résumés	Chapter 19: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters
How to Find Out about Employers and Jobs	Chapter 18: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today’s Job Market Learning to Think Like an Employer Researching Industries and Companies of Interest
Tapping into the Hidden Job Market	Chapter 18: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today’s Job Market Taking the Initiative to Find Opportunities
Content and Organization in Job Application Letters	Chapter 19: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters
E-mail Application Letters	Chapter 19: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters (Also see information on professional-grade email messages in Chapter 7.)
Creating a Professional Image	Chapter 19: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters
Application Essays	(no equivalent section)
Social Networking and Personal Websites	Prologue: Building a Career with Your Communication Skills Adapting to Today’s Job Market Building an Employment Portfolio Chapter 18: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today’s Job Market Building Your Network
	The following subsection in BCT Chapter 19 has no close equivalent in BAC Chapter 13 (although some of the topics are addressed to varying degrees): Submitting Your Résumé Following Up After Submitting a Résumé

BAC Chapter 14 Interviewing, Writing Follow-Up Messages, and Succeeding in the Job	BCT Chapter 19 Applying and Interviewing for Employment
Interview Channels	Understanding the Interviewing Process Interview Media
Interview Strategy	Preparing for a Job Interview Thinking Ahead About Questions Planning Questions of Your Own
Interview Preparation	Preparing for a Job Interview Learning About the Organization and Your Interviewers Boosting Your Confidence Polishing Your Interview Style Presenting a Professional Image Being Ready When You Arrive
Interview Customs	Preparing for a Job Interview Presenting a Professional Image Interviewing for Success The Warm-Up The Question-and-Answer Stage The Close (Refer to the business etiquette section in Chapter 2 for additional tips on dining.)
Traditional Interview Questions and Answers	Preparing for a Job Interview Thinking Ahead About Questions
Kinds of Interviews	Understanding the Interviewing Process The Typical Sequence of Interviews Common Types of Interviews
Final Steps for a Successful Job Search	Following Up After the Interview Follow-Up Message Interviewing for Success The Close Discussing Salary
Starting Your Career	No comparable section
	The following subsections in BCT Chapter 19 have no direct equivalents in BAC Chapter 14 or other chapters (although some of the topics are addressed to varying degrees): Following Up After the Interview Message of Inquiry Request for a Time Extension Letter of Acceptance Letter Declining a Job Offer Letter of Resignation

BAC Chapter 15
Researching Reports and Proposals

BCT Chapter 13
Finding, Evaluating, and Processing Information
BCT Chapter 14
Planning Reports and Proposals
BCT Appendix B
Documentation of Report Sources

Varieties of Reports	BCT Chapter 14: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals
The Report Production Process	BCT Chapter 14: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals
Report Problems	For a report's <i>statement of purpose</i> : BCT Chapter 14: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals Analyzing the Situation Defining Your Purpose For a research project's <i>problem statement</i> : BCT Chapter 13: Finding, Evaluating, and Processing Information Planning Your Research Familiarizing Yourself with the Subject
Research Strategies for Reports	BCT Chapter 13: Finding, Evaluating, and Processing Information Planning Your Research Conducting Secondary Research Conducting Primary Research
Source Citation and Documentation	BCT Chapter 13: Finding, Evaluating, and Processing Information Conducting Secondary Research Documenting Your Sources Processing Data and Information BCT Appendix B: Documentation of Report Sources
	The following subsections in BCT Chapter 13 have no direct equivalents in BAC Chapter 15 or other chapters (although some of the topics are addressed to varying degrees): BCT Chapter 13: Finding, Evaluating, and Processing Information Planning Your Research Maintaining Ethics and Etiquette in Your Research Familiarizing Yourself with the Subject Identifying Information Gaps Prioritizing Research Needs

BAC Chapter 16 Creating Visuals and Data Displays	BCT Chapter 9 Visual Media
When to Use Visuals and Data Displays	Identifying Points to Illustrate
Guidelines for Creating Effective Visuals and Data Displays	Understanding Visual Communication Visual Design Principles Producing and Integrating Visuals Verifying the Quality of Your Visuals
Integration of Visuals and Data Displays into Your Text	Producing and Integrating Visuals Integrating Visuals with Text
Software Programs for Creating Visuals and Data Displays	Producing and Integrating Visuals Creating Visuals
Conventions for Specific Visuals and Data Displays	Selecting Visuals for Presenting Data Selecting Visuals for Presenting Information, Concepts, and Ideas
	The following sections in BCT Chapter 9 have no direct equivalents in BAC Chapter 16 (although some of the topics are addressed to varying degrees): Understanding Visual Communication The Power of Images The Visual Evolution in Business Communication The Ethics of Visual Communication Producing and Integrating Visuals Visual Media on Mobile Devices Producing Business Videos
BAC Chapter 17 Writing Proposals and Progress Reports	BCT Chapter 14 Planning Reports and Proposals BCT Chapter 15 Writing and Completing Reports and Proposals
Defining Proposals	BCT Chapter 14: Planning Reports and Proposals Planning Proposals
Brainstorming for Writing Proposals	BCT Chapter 14: Planning Reports and Proposals Planning Proposals
Organizing Proposals	BCT Chapter 14: Planning Reports and Proposals Planning Proposals Organizational Strategies for Proposals
Preparing the Budget and Cost Sections	No direct equivalent, but proposal content in general is addressed in BCT Chapter 15: Writing and Completing Reports and Proposals Drafting Proposal Content
Writing Proposal Varieties	BCT Chapter 14: Planning Reports and Proposals Planning Proposals
Writing Progress Reports	BCT Chapter 15: Writing and Completing Reports and Proposals Drafting Report Content
	The following sections in BCT Chapter 15 have no direct equivalents in BAC Chapter 17 (although some of the topics are addressed to varying degrees): Writing Reports and Proposals: Adapting to Your Audience Writing Requests for Proposals

BAC Chapter 18 Analyzing Information and Writing Reports	BCT Chapter 13 Finding, Evaluating, and Processing Information BCT Chapter 14 Planning Reports and Proposals BCT Chapter 15 Writing and Completing Reports and Proposals
Using Your Time Efficiently	(No direct equivalent in these chapters, although allotting time for planning, writing, and completing messages is discussed in Chapter 4.)
Analyzing Data and Information for Reports	BCT Chapter 13: Finding, Evaluating, and Processing Information Conducting Secondary Research Evaluating Sources Processing Data and Information
Choosing Information for Reports	BCT Chapter 15: Writing and Completing Reports and Proposals Drafting Report Content
Organizing Information in Reports	BCT Chapter 14: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals Planning Informational Reports Planning Analytical Reports
Presenting Information Effectively in Reports	BCT Chapter 15: Writing and Completing Reports and Proposals Writing Reports and Proposals: Adapting to Your Audience
Writing Formal Reports	BCT Chapter 15: Writing and Completing Reports and Proposals Completing Reports and Proposals Producing Formal Reports and Proposals
	The following sections in BCT Chapter 15 (those in bold) have no direct equivalents in BAC Chapter 18 (although some of the topics are addressed to varying degrees): BCT Chapter 15: Writing and Completing Reports and Proposals Completing Reports and Proposals Distributing Reports and Proposals Writing Requests for Proposals

BAC Chapter 19 Making Oral Presentations	BCT Chapter 16 Developing Presentations in a Social Media Environment BCT Chapter 17 Enhancing Presentations with Slides and Other Visuals
Comparing Written and Oral Messages	BCT Chapter 4: Planning Business Messages Selecting the Best Combination of Media and Channels BCT Chapter 16: Developing Presentations in a Social Media Environment Planning a Presentation Selecting the Best Combination of Media and Channels
Identifying Purposes in Presentations	BCT Chapter 16: Developing Presentations in a Social Media Environment Planning a Presentation Organizing a Presentation
Planning a Strategy for Your Presentation	BCT Chapter 16: Developing Presentations in a Social Media Environment Planning a Presentation Organizing a Presentation Choosing Your Approach Crafting Presentation Content Adapting to Your Audience
Choosing Information to Include	BCT Chapter 16: Developing Presentations in a Social Media Environment Planning a Presentation Organizing a Presentation Preparing Your Outline Crafting Presentation Content Developing Your Presentation
Organizing Your Information	BCT Chapter 16: Developing Presentations in a Social Media Environment Planning a Presentation Organizing a Presentation Preparing Your Outline
Planning Visuals	BCT Chapter 17: Enhancing Presentations with Slides and Other Visuals Planning Your Presentation Visuals Choosing Structured or Free-Form Slides Designing Effective Slides Creating Effective Slide Content Completing Slides and Support Materials
Delivering an Effective Presentation	BCT Chapter 16: Developing Presentations in a Social Media Environment Delivering a Presentation
Handling Questions	BCT Chapter 16: Developing Presentations in a Social Media Environment Delivering a Presentation Handling Questions Responsively
Making Group Presentations	No comparable section
	The following sections in BCT Chapters 16 and 17 have no direct equivalents in BAC Chapter 19 (although some of the topics are addressed to varying degrees): BCT Chapter 16: Developing Presentations in a Social Media Environment Incorporating Technology in Your Presentation Embracing the Backchannel Giving Presentations Online

Continues on the next page

BAC Chapter 19 Making Oral Presentations (continued)	BCT Chapter 16 Developing Presentations in a Social Media Environment BCT Chapter 17 Enhancing Presentations with Slides and Other Visuals
	<hr/> BCT Chapter 17: Enhancing Presentations with Slides and Other Visuals Choosing Structured or Free-Form Slides Designing Effective Slides Designing Slides Around a Key Visual Selecting Design Elements Color Typefaces and Type Styles Creating Effective Slide Content Writing Readable Content Adding Animation and Multimedia Integrating Mobile Devices in Presentations Completing Slides and Support Materials Creating Navigation and Support Slides Creating Effective Handouts <hr/>
BAC back matter	BCT back matter
Appendix A: Formatting Letters and E-mail Messages	Appendix A: Format and Layout of Business Documents
Appendix B: Writing Correctly	Handbook of Grammar, Mechanics, and Usage
Appendix C: Citing and Documenting Sources	Appendix B: Documentation of Report Sources
	The following appendix in BCT has no direct equivalent in BAC: Appendix C: Correction Symbols <hr/>

Terminology Translator

Business and Administrative Communication 11e* → *Business Communication Today 14e

Here are some terms that are used slightly differently between BAC and BCT, along with a few terms that are used in BCT but aren't used in BAC. In general, the books use most terms in similar ways, so you should be able to switch to BCT's usage with ease.

Subject area	BAC usage	BCT usage
Writing process	<p>Chapter 5 discusses the four steps of planning, writing, revising, and editing, but BAC doesn't carry through with a writing process model as BCT does.</p> <p>Also, BAC asserts that "No single writing process works for all writers all of the time." In contrast, BCT presents the three-step writing process as a methodology that is <i>easily adapted</i> to any writing task. Students sometimes flounder and waste time and energy when faced with unfamiliar or difficult writing challenges because they don't know what do to next in order to move a project forward. By following the three-step process presented in BCT, students never have to feel lost or unsure of what to do next.</p> <p>However, we don't present this as a rigidly prescriptive formula that must be followed in deep detail on every project. Instead, the process is a set of guidelines that produce better messages with less time and effort. For simple and routine messages, individual process tasks might be completed in a matter of seconds and often without the writer being conscious of following a process checklist.</p> <p>Good writers often aren't conscious of completing each task in the process model simply because the process is so ingrained and intuitive for them. However, beginning writers benefit enormously from this process guidance; they will become less and less conscious of and dependent on process checklists as their skills improve.</p>	<p>All Bovée-Thill texts use the <i>three-step writing process</i> for all message types. This breaks the writing process into three phases:</p> <p>Planning</p> <ul style="list-style-type: none"> • Analyze the situation • Gather information • Choose medium and channel • Organize the information <p>Writing</p> <ul style="list-style-type: none"> • Adapt to your audience • Compose the message <p>Completing</p> <ul style="list-style-type: none"> • Revise the message • Produce the message • Proofread the message • Distribute the message <p>The process model is introduced in Chapter 4 and through the book from that point. Three chapters are dedicated to the process itself:</p> <ul style="list-style-type: none"> • Chapter 4: Planning Business Messages • Chapter 5: Writing Business Messages • Chapter 6: Completing Business Messages <p>After working through these three chapters, students have the tools they need to craft any kind of business message, from a tweet to a résumé to a lengthy formal report.</p> <p>Note that the process is easily adaptable to every communication task, so even something as simple as a tweet can benefit from spending a few seconds thinking through the steps.</p>
Communication process model Social communication model	We're not aware of any communication process models in BAC.	<p>BCT uses a variation on the classic information theory model of communication proposed by Claude Shannon. While this isn't necessarily a completely accurate or robust representation of how human communication works, it is valuable as a starting point to get students thinking about message encoding, transmission, decoding, and feedback. Figure 1.5 on page 10 offers an illustration of the process model.</p> <p>BCT also expands on this model with a discussion of the <i>social communication model</i> (pages 15–16), which explains how social media have fundamentally changed the nature of business communication by changing the relationships between participants.</p>
Tone and style	BAC defines <i>tone</i> as "the implied attitude of the communicator toward the audience." It doesn't appear to define <i>style</i> explicitly, but generally uses it as a quality of the writing.	<p>In the context of tone vs. style (Chapter 5), BCT defines <i>style</i> as the choices a communicator makes to produce a particular <i>tone</i>. As in, <i>style</i> refers to the writing effort, whereas <i>tone</i> refers to the message.</p> <p>In other contexts, BCT occasionally uses <i>style</i> to refer to a broader set of attitudes, approaches, and choices (e.g., the discussion of communication style in intercultural communication on page 81).</p>

Subject area	BAC usage	BCT usage
Audience-centric communication	BAC uses <i>you-attitude</i> .	BCT uses “ <i>you</i> ” <i>attitude</i> ; the concept and treatment are essentially the same as in BAC.
Electronic vs. digital communication	BAC generally uses <i>electronic communication</i> .	BCT uses <i>digital communication</i> .
Medium and channel	BAC defines <i>channel</i> as “the physical means by which a message is sent” but doesn’t appear to have a specific definition of <i>medium</i> .	<p>Definitions of <i>medium</i> and <i>channel</i> have become rather blurry in recent years as so many new technologies infiltrate the business environment. BCT defines <i>medium</i> as the form a message takes and <i>channel</i> as the system used to deliver the message (similar to BAC’s definition). The three media we discuss are oral, written, and visual, and the two basic channel types are digital and non-digital. This model yields six combinations of medium and channel.</p> <p>This taxonomy is more rigorous than in BAC and other texts, but we believe it is vital for students to understand the unique characteristics of each of the six medium-channel combinations in order to use them all successfully. (Please see Chapter 4 for more.)</p> <p>Note that in general discussions, for the sake of simplicity BCT does occasionally use “digital media” as an umbrella term for written and visual messages on digital platforms.</p>
Compositional modes for digital media	(nothing comparable)	The Bovée-Thill series uses a unique taxonomy of writing approaches for digital media that includes nine distinct modes, from teasers to tutorials. While most of these apply to non-digital writing as well, they are particularly important skills for the fragmented world of digital media. (Please see Chapter 7 for more information.)
Communication ethics	BAC has good coverage of communication ethics in Chapter 4, including factors to consider when making communication choices.	BCT makes a clear distinction between <i>ethical lapses</i> (unethical choices) and <i>ethical dilemmas</i> (situations in which the choices available to a communication are not clear-cut). (Please see Chapter 1 for more.)
Stages of team formation/evolution	BAC defines the stages as <i>formation</i> , <i>coordination</i> , and <i>formalization</i> .	BCT uses the five-stage model of <i>orientation</i> , <i>conflict</i> , <i>brainstorming</i> , <i>emerging</i> , and <i>reinforcement</i> . It also mentions the Tuckman model of <i>forming</i> , <i>storming</i> , <i>norming</i> , <i>performing</i> , and <i>adjourning</i> .
Messaging	BAC refers to both text messaging and instant messaging	Instantaneous brief-messaging systems have been appearing and changing rapidly in recent years, so the simple taxonomy of text messaging (phone-centric) vs. instant messaging (computer-centric) isn’t quite as useful as it once was. While still using the terms <i>text messaging</i> and <i>instant messaging</i> , BCT also uses the generic <i>messaging</i> as an umbrella term to cover all these platforms, including workplace messaging systems such as Slack.
Persuasive messages	BAC divides these into <i>persuasive messages</i> and <i>sales and fundraising messages</i> . BAC includes a wide range of message types under the umbrella of persuasive messages.	BCT divides these into <i>persuasive business messages</i> and <i>marketing and sales messages</i> .

Activity Mapping

Business and Administrative Communication 11e* → *Business Communication Today 14e

Here are the end-of-chapter questions and activities in BAC and where you can find similar student activities in BCT.

BAC activity	BCT equivalent or alternative
Continuing Case	(no equivalent)
Exercises and Cases (Other than the “Reviewing the Chapter” questions that occur as the first item in each chapter, the student activities in BAC are not categorized by learning or assessment type.)	<p>End-of-chapter questions and activities in BCT are divided into five categories, making it easy to find specific types of homework assignments or in-class activities:</p> <ul style="list-style-type: none"> • Test Your Knowledge: Recall-oriented questions keyed to learning objectives; these are similar to the “Reviewing the Chapter” questions that appear as the first item in each BAC chapter • Apply Your Knowledge: Analysis-oriented questions keyed to learning objectives • Practice Your Skills: Skill-development activities keyed to learning objectives • Expand Your Skills: Two recurring activities—Critique the Professionals, in which students are asked to locate a specific item of communication and analyze its effectiveness, and Sharpening Your Career Skills Online, in which students are asked to use the Bovée and Thill Web Search system to find a media element online and then analyze its effectiveness • Cases: Writing and presentation projects that range in length and complexity from Twitter updates, blog posts, email messages up through long reports; these appear at the end of Chapters 7, 8, 9, 10, 11, 12, 15, 17, 18, and 19
Special note: BAC Chapter 1 includes “Assessing Your Punctuation and Grammar Skills,” which refers to a Diagnostic Test in Appendix B	BCT has similar diagnostic tests in the Handbook of Grammar, Mechanics, and Usage, which appears after Appendix C.

Note: This is the end of the transition guide for *Business Communication Today*. The information for *Excellence in Business Communication* begins on the next page.

Content Mapping

Business and Administrative Communication 11e → Excellence in Business Communication 12e

1. High-Level Comparison

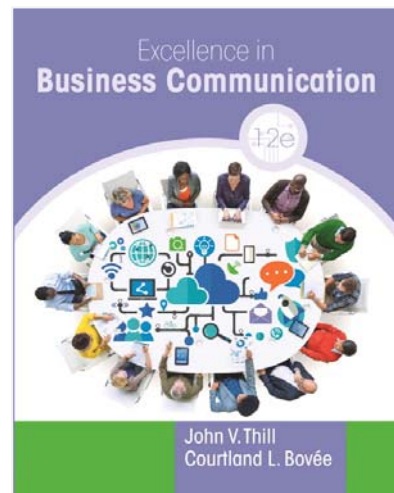
Excellence in Business Communication (EBC) covers essentially all of the topics addressed in *Business and Administrative Communication* (BAC), but the books divide the topics somewhat differently in a few key areas (particularly Parts 1 and 2). In addition, EBC addresses some topics that BAC addresses only briefly or not at all. Here is a high-level mapping of the two books, and a more detailed comparison starts on the next page.

Business and Administrative Communication (BAC)

- Part 1: The Building Blocks of Effective Messages
 - Chapter 1: Succeeding in Business Communication
 - Chapter 2: Adapting Your Message to Your Audience
 - Chapter 3: Building Goodwill
 - Chapter 4: Navigating the Business Communication Environment
- Part 2: The Communication Process
 - Chapter 5: Planning, Composing, and Revising
 - Chapter 6: Designing Documents
 - Chapter 7: Communicating across Cultures
 - Chapter 8: Working and Writing in Teams
- Part 3: Basic Business Messages
 - Chapter 9: Sharing Informative and Positive Messages with Appropriate Technology
 - Chapter 10: Delivering Negative Messages
 - Chapter 11: Crafting Persuasive Messages
- Part 4: The Job Hunt
 - Chapter 12: Building Resumes
 - Chapter 13: Writing Job Application Letters
 - Chapter 14: Interviewing, Writing Follow-Up Messages, and Succeeding in the Job
- Part 5: Proposals and Reports
 - Chapter 15: Researching Proposals and Reports
 - Chapter 16: Creating Visuals and Data Displays
 - Chapter 17: Writing Proposals and Progress Reports
 - Chapter 18: Analyzing Information and Writing Reports
 - Chapter 19: Making Oral Presentations
- Back matter
 - Appendix A: Formatting Letters, Memos, and E-Mail Messages
 - Appendix B: Writing Correctly
 - Appendix C: Citing and Documenting Sources

Excellence in Business Communication (EBC)

- Part 1: Understanding the Foundations of Business Communication
 - Chapter 1: Professional Communication in a Digital, Social, Mobile World
 - Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette
 - Chapter 3: Communication Challenges in a Diverse, Global Marketplace
- Part 2: Applying the Three-Step Writing Process
 - Chapter 4: Planning Business Messages
 - Chapter 5: Writing Business Messages
 - Chapter 6: Completing Business Messages
- Part 3: Crafting Brief Messages
 - Chapter 7: Crafting Messages for Digital Channels
 - Chapter 8: Writing Routine and Positive Messages
 - Chapter 9: Writing Negative Messages
 - Chapter 10: Writing Persuasive Messages
- Part 4: Preparing Reports and Presentations
 - Chapter 11: Planning Reports and Proposals
 - Chapter 12: Writing Reports and Proposals
 - Chapter 13: Completing Reports and Proposals
 - Chapter 14: Developing and Delivering Business Presentations
- Part 5: Writing Employment Messages and Interviewing for Jobs
 - Chapter 15: Building Careers and Writing Résumés
 - Chapter 16: Applying and Interviewing for Employment
- Back matter
 - Appendix A: Format and Layout of Business Documents
 - Appendix B: Documentation of Report Sources
 - Appendix C: Correction Symbols
 - Handbook of Grammar, Mechanics, and Usage



2. Where to Find Familiar Content

Here are the chapters of BAC mapped to the closest equivalent chapters and sections in EBC. Note that content doesn't always align perfectly from one book to the other, but we've indicated the closest matches.

We've also highlighted sections that appear in EBC but don't appear in the corresponding chapter in BAC.

When searching for equivalent content in EBC, please note that EBC chapters tend to be more rigorously and cohesively organized than BAC chapters, with careful hierarchies of information organized under primary, secondary, and tertiary headings.

BAC Chapter 1 Succeeding in Business Communication	EBC Chapter 1 Professional Communication in a Digital, Social, Mobile World
Benefits of Good Communication Skills	Understanding Why Communication Matters Communication Is Important to Your Career Communication Is Important to Your Company
"I'll Never Have to Write Because..."	Understanding Why Communication Matters Communication Is Important to Your Career
Communicating on the Job	Communicating as a Professional Communicating in an Organizational Context
The Cost of Communication	(no close equivalent section)
Costs of Poor Communication	(no close equivalent section, but consequences of communication failures are discussed in context throughout EBC)
Basic Criteria for Effective Messages	Understanding Why Communication Matters
Using Technology for Communication	Using Technology to Improve Business Communication (Note that EBC's coverage of communication technology is much more extensive and is integrated throughout; most of BAC's coverage appears at the beginning of Chapter 9.)
Following Conventions	Communicating as a Professional
Understanding and Analyzing Business Communication Situations	(addressed in context in Chapters 4–6)
How to Solve Business Communication Problems	(addressed in context in Chapters 4–6)
	The following subsections in EBC Chapter 1 (those in bold) have no close equivalents in BAC Chapter 1 (although some of the topics are addressed to varying degrees): Communicating as a Professional Understanding What Employers Expect from You Exploring the Communication Process The Basic Communication Model The Social Communication Model The Mobile Revolution The Rise of Mobile as a Communication Platform How Mobile Technologies Are Changing Business Communication Using Technology to Improve Business Communication Keeping Technology in Perspective Using Technological Tools Productively Reconnecting with People Committing to Ethical and Legal Communication Distinguishing Ethical Dilemmas from Ethical Lapses Ensuring Legal Communication

BAC Chapter 2 Adapting Your Message to Your Audience	EBC Chapter 4 Planning Business Messages
	(Please refer to the discussion of the <i>three-step writing process</i> in the Terminology Translator section for additional information.)
Identifying Your Audiences	Analyzing the Situation Developing an Audience Profile
Analyzing Your Audience	Analyzing the Situation Developing an Audience Profile
Choosing Channels to Reach Your Audience	Selecting the Best Combination of Media and Channels (Note that EBC’s coverage of media and channels divides the options into six combinations of <i>oral</i> , <i>written</i> , or <i>visual medium</i> and <i>digital</i> or <i>non-digital channel</i> , with practical advice for using each combination.)
Using Audience Analysis to Adapt Your Message Audience Analysis Works	Organizing Your Information (Note that in EBC, insights developed during audience analysis are applied within the context of organizing a message, which includes defining your main idea, limiting the scope of the message, and choosing between the direct or indirect approach.)
Characteristics of Good Audience Benefits Identifying and Developing Audience Benefits Audience Benefits Work	Gathering Information Uncovering Audience Needs Providing Required Information (For persuasive business messages and marketing messages in particular, benefits are addressed in Chapter 10 under Using the Three-Step Writing Process for Persuasive Messages.)
Writing or Speaking to Multiple Audiences with Different Needs	Developing an Audience Profile (This includes a brief mention of identifying the primary audience; coverage not as comprehensive as in BAC.)
	<p>The following subsections in EBC Chapter 4 (those in bold) have no close equivalents in BAC Chapter 2 (although some of the topics are addressed to varying degrees):</p> <p>Understanding the Three-Step Writing Process</p> <ul style="list-style-type: none"> Optimizing Your Writing Time Planning Effectively Defining Your Purpose (BAC discusses <i>purpose statements</i> for reports in Chapter 15, but it doesn’t distinguish <i>general purpose</i> and <i>specific purpose</i> as EBC does, nor does it apply these to all message types, as EBC does.) <p>Analyzing the Situation</p> <p>Organizing Your Information</p> <ul style="list-style-type: none"> Defining Your Main Idea Limiting Your Scope Choosing Between Direct and Indirect Approaches (BAC covers direct persuasive requests in Chapter 11.) <p>Outlining Your Content</p>

BAC Chapter 3 Building Goodwill	EBC Chapter 5 Writing Business Messages
You-Attitude	Adapting to Your Audience: Being Sensitive to Audience Needs Using the “You” Attitude
Positive Emphasis Positive Psychology	Adapting to Your Audience: Being Sensitive to Audience Needs Emphasizing the Positive
Tone, Power, and Politeness	Adapting to Your Audience: Being Sensitive to Audience Needs Maintaining Standards of Etiquette
Trust	Adapting to Your Audience: Building Strong Relationships Establishing Your Credibility
Using Technology to Build Goodwill	(No equivalent section in this chapter, but the use of social media to build positive stakeholder relationships is addressed throughout EBC.)
Reducing Bias in Business Communication	Adapting to Your Audience: Being Sensitive to Audience Needs Using Bias-Free Language
	<p>The following section and subsections in EBC Chapter 5 have no close equivalents in BAC Chapter 3 (although some of the topics are addressed to varying degrees):</p> <p>Adapting to Your Audience: Building Strong Relationships</p> <p>Projecting Your Company’s Image</p> <p>Composing Your Message: Choosing Powerful Words</p> <p>Balancing Abstract and Concrete Words</p> <p>Writing Messages for Mobile Devices</p>
BAC Chapter 4 Navigating the Business Communication Environment	EBC Chapter 1 Professional Communication in a Digital, Social, Mobile World EBC Chapter 2 Collaboration, Interpersonal Communication, and Business Etiquette EBC Chapter 4 Planning Business Messages
Ethics	Chapter 1: Committing to Ethical and Legal Communication Distinguishing Ethical Dilemmas from Ethical Lapses Ensuring Ethical Communication Ensuring Legal Communication
Corporate Culture	Chapter 1: Committing to Ethical and Legal Communication Communicating as a Professional (In addition, corporate/organizational culture is addressed in context of specific communication challenges in a number places throughout the book.)
Interpersonal Communication	Chapter 1: Committing to Ethical and Legal Communication Communicating as a Professional Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette Collaborating on Communication Efforts Improving Your Listening Skills Improving Your Nonverbal Communication Skills Developing Your Business Etiquette
Time Management	Chapter 4: Planning Business Messages Optimizing Your Writing Time
Trends in Business Communication	Many of the topics covered in this BAC section are addressed at various points in EBC, including data security, privacy, communicating with diverse audiences, communication in team contexts, and big data. To find a specific topic, please consult the Subject Index in EBC.

**BAC Chapter 5
Navigating the Business Communication Environment**

**EBC Chapter 4
Planning Business Documents
EBC Chapter 5
Writing Business Documents
EBC Chapter 6
Completing Business Documents**

The Way Good Writers Write	Chapter 4: Planning Business Documents Understanding the Three-Step Writing Process (Also, please refer to the discussion of writing process in the Terminology Translator.)
Activities in the Composing Process	Chapter 4: Planning Business Documents Understanding the Three-Step Writing Process
Using Your Time Effectively	Chapter 4: Planning Business Documents Understanding the Three-Step Writing Process Optimizing Your Writing Time
Brainstorming, Planning, and Organizing Business Documents	Chapter 4: Planning Business Documents Gathering Information Uncovering Audience Needs Finding Your Focus Organizing Your Information
Writing Good Business and Administrative Documents	Chapter 5: Writing Business Documents Adapting to Your Audience: Controlling Your Style and Tone Creating a Conversational Tone Using Plain Language
Half-Truths about Business Writing	The Handbook of Grammar, Mechanics, and Usage at the end of EBC addresses most of these issues.
Ten Ways to Make Your Writing Easier to Read	Chapter 5: Writing Business Documents Composing Your Message: Choosing Powerful Words Composing Your Message: Creating Effective Sentences Composing Your Message: Crafting Unified, Coherent Paragraphs
Organizational Preferences for Style	Chapter 5: Writing Business Documents Adapting to Your Audience: Building Strong Relationships Projecting Your Company’s Image
Revising, Editing, and Proofreading	Chapter 6: Completing Business Documents Revising Your Message: Evaluating the First Draft Revising to Improve Readability Editing for Clarity and Conciseness Proofreading Your Message
Getting and Using Feedback	Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette Collaborating on Communication Efforts Giving—and Responding to—Constructive Feedback
Using Boilerplate	Chapter 14: Planning Reports and Proposals Drafting Proposal Content
Readability Formulas	Chapter 6: Completing Business Documents Revising to Improve Readability

Continued on next page

BAC Chapter 5
 Planning, Composing, and Revising
 (continued)

EBC Chapter 4
 Planning Business Documents
 EBC Chapter 5
 Writing Business Documents
 EBC Chapter 6
 Completing Business Documents

The following subsections in EBC Chapters 4, 5 and 6 have no close equivalents in BAC Chapter 5 or other chapters (although some of the topics are addressed to varying degrees):

Chapter 4: Planning Business Documents

Analyzing the Situation

Defining Your Purpose

Chapter 4: Planning Business Documents

Organizing Your Information

Defining Your Main Idea

Limiting Your Scope

Choosing Between Direct and Indirect Approaches

Outlining Your Content

Chapter 5: Writing Business Documents

Writing Messages for Mobile Devices

Chapter 6: Completing Business Documents

Revising Your Message: Evaluating the First Draft

Evaluating, Editing, and Revising the Work of Other Writers

Chapter 6: Completing Business Documents

Producing Your Message

Designing Messages for Mobile Devices

Chapter 6: Completing Business Documents

Distributing Your Message

BAC Chapter 6 Designing Documents	EBC Chapter 6 Completing Business Messages
The Importance of Effective Design as Part of the Writing Process	Chapter 6: Completing Business Documents Producing Your Message Designing for Readability
Design and Conventions	Awareness of design conventions and reader expectations are addressed in context in several places, including Chapter 6: Completing Business Documents Producing Your Message Designing for Readability Typefaces Formatting Formal Letters and Memos Chapter 12: Writing Reports and Proposals Illustrating Your Reports with Effective Visuals Understanding Visual Design Principles
Guidelines for Document Design	Chapter 6: Completing Business Documents Producing Your Message Designing for Readability
Using Software Programs for Creating Document Designs	The use of programs and apps for document and visual design is discussed at various places throughout EBC.
Designing Brochures	No comparable section
Designing Infographics	Chapter 12: Writing Reports and Proposals Illustrating Your Reports with Effective Visuals Selecting the Right Type of Visual Visuals for Presenting Information, Concepts, and Ideas Infographics
Designing Web Pages	Chapter 11: Planning Reports and Proposals Planning Informational Reports Organizing Website Content Chapter 12: Writing Reports and Proposals Writing for Websites and Wikis
Testing the Design for Usability	No comparable section The following subsection in EBC Chapter 6 has no equivalent in BAC Chapter 6 or other chapters Chapter 6: Completing Business Documents Producing Your Message Designing Messages for Mobile Devices

BAC Chapter 7 Communicating Across Cultures	EBC Chapter 3 Communication Challenges in a Diverse, Global Marketplace
Global Business	Understanding the Opportunities and Challenges of Communication in a Diverse World Opportunities in a Global Marketplace
Diversity in North America	Recognizing Variations in a Diverse World
Ways to Look at Culture	Recognizing Variations in a Diverse World Developing Cultural Competency
Values, Beliefs, and Practices	Recognizing Variations in a Diverse World
Nonverbal Communication	Recognizing Variations in a Diverse World Nonverbal Differences Note that EBC’s primary coverage of nonverbal communication is in Chapter 2
Oral Communication	Improving Intercultural Communication Skills Respecting Preferences For Communication Style Speaking and Listening Carefully Using Interpreters, Translators, and Translation Software
Writing to International Audiences	Improving Intercultural Communication Skills Respecting Preferences For Communication Style Writing Clearly Using Interpreters, Translators, and Translation Software
Learning More about International Business Communication	Improving Intercultural Communication Skills Studying Other Cultures Studying Other Languages Studying Other Languages
	<p>The following section and subsections in EBC Chapter 3 (those in bold) have no direct equivalents in BAC Chapter 7 or other chapters(although some of the topics are addressed to varying degrees):</p> <p>Recognizing Variations in a Diverse World</p> <ul style="list-style-type: none"> Legal and Ethical Differences Social Differences Age Differences Gender Differences Religious Differences Ability Differences <p>Adapting to Other Business Cultures</p> <ul style="list-style-type: none"> Guidelines for Adapting to Any Business Culture Guidelines for Adapting to U.S. Business Culture <p>Improving Intercultural Communication Skills</p> <ul style="list-style-type: none"> Helping Others Adapt to Your Culture

BAC Chapter 8 Working and Writing in Teams	EBC Chapter 2 Collaboration, Interpersonal Communication, and Business Etiquette
Team Interactions	Communicating Effectively in Teams
Working on Diverse Teams	(Diversity issues are addressed in Chapter 3.)
Conflict Resolution	Communicating Effectively in Teams Group Dynamics Resolving Conflict Overcoming Resistance
Effective Meetings	Making Your Meetings More Productive
Technology in Teams	Using Meeting Technologies
Collaborative Writing	Collaborating on Communication Efforts
	The following subsections in EBC Chapter 2 have no close equivalents in BAC Chapter 8 or other chapters(although some of the topics are addressed to varying degrees): Collaborating on Communication Efforts Technologies for Collaborative Writing Collaboration Systems Social Networks and Virtual Communities Collaboration via Mobile Devices Developing Your Business Etiquette Business Etiquette in the Workplace Business Etiquette in Social Settings Business Etiquette Online Business Etiquette Using Mobile Devices

BAC Chapter 9 Sharing Information and Positive Messages with Appropriate Technology	EBC Chapter 4 Planning Business Messages EBC Chapter 7 Crafting Messages for Digital Channels EBC Chapter 8 Writing Routine and Positive Messages
	(Note that EBC devotes an entire chapter to routine and positive messages and a separate chapter to digital and social media.)
Purposes of Informative and Positive Messages	Chapter 4: Planning Business Messages Analyzing the Situation Defining Your Purpose
Communication Hardware	These topics and others can be found in BCT's Subject Index.
Information Overload	Chapter 1: Using Technology to Improve Business Communication Guarding Against Information Overload
Using Common Media	Chapter 7: Crafting Messages for Digital Channels Social Networks Information- and Content-Sharing Sites Email Instant Messaging and Text Messaging Blogging and Microblogging Podcasting
Organizing Informative and Positive Messages	Chapter 8: Writing Routine and Positive Messages Strategy for Routine Requests Common Examples of Routine Requests Strategy for Routine and Positive Messages Common Examples of Routine and Positive Messages
Subject Lines for Informative and Positive Messages	Subject lines and post titles are discussed in multiple places throughout EBC, including in the annotations that accompany many of the model documents. For media-specific advice, please see Chapter 5: Writing Business Messages Writing Messages for Mobile Devices Chapter 7: Crafting Messages for Digital Channels Email Writing Email Messages Blogging and Microblogging Adapting the Three-Step Process for Successful Blogging
Managing the Information in Your Messages	Chapter 4: Planning Business Messages Gathering Information Providing Required Information Be Sure the Information Is Accurate Be Sure the Information Is Ethical Be Sure the Information Is Pertinent
Using Benefits in Informative and Positive Messages	The importance of highlighting reader benefits is discussed in multiple places in Chapters 8, 9, and 10, which address routine, negative, and persuasive messages, respectively.
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BAC Chapter 9
Sharing Information and Positive Messages with Appropriate Technology
 (continued)

EBC Chapter 4
Planning Business Messages
EBC Chapter 7
Crafting Messages for Digital Channels
EBC Chapter 8
Writing Routine and Positive Messages

Ending Informative and Positive Messages	Chapter 8: Writing Routine and Positive Messages Strategy for Routine Requests Strategy for Routine and Positive Messages
Story in Informative Messages	Chapter 4: Planning Business Messages Organizing Your Information Building Reader Interest with Storytelling Techniques
Humor in Informative Messages	Chapter 5: Writing Business Messages Creating a Conversational Tone
Varieties of Informative and Positive Messages	Chapter 8: Writing Routine and Positive Messages Common Examples of Routine Requests Common Examples of Routine and Positive Messages
Solving a Sample Problem	No comparable section

BAC Chapter 10 Delivering Negative Messages	EBC Chapter 9 Writing Negative Messages
Purposes of Negative Messages	Using the Three-Step Writing Process for Negative Messages Step 1: Planning A Negative Message
Organizing Negative Messages	Using the Three-Step Writing Process for Negative Messages Step 1: Planning A Negative Message Using the Direct Approach for Negative Messages Using the Indirect Approach for Negative Messages
The Parts of a Negative Message	Using the Direct Approach for Negative Messages Opening with a Clear Statement of the Bad News Providing Reasons and Additional Information Closing on a Respectful Note Using the Indirect Approach for Negative Messages Opening with a Buffer Providing Reasons and Additional Information Continuing with a Clear Statement Of The Bad News Closing on a Respectful Note
Apologies	Using the Direct Approach for Negative Messages Providing Reasons and Additional Information
Tone in Negative Messages	Maintaining High Standards of Ethics and Etiquette
Alternative Strategies for Negative Situations	Using the Direct Approach for Negative Messages Closing on a Respectful Note Using the Indirect Approach for Negative Messages Closing on a Respectful Note
Varieties of Negative Messages	Sending Negative Messages on Routine Business Matters Sending Negative Organizational News Sending Negative Employment Messages
Using Technology for Negative Messages	Sending Negative Organizational News Responding to Negative Information in a Social Media Environment
Solving a Sample Problem	No comparable section
	The following subsections in EBC Chapter 9 have no equivalents in BAC Chapter 10 or other chapters (although some of the topics are addressed to varying degrees): Sending Negative Organizational News Communicating in a Crisis Sending Negative Employment Messages Refusing Requests for Employee References and Recommendation Letters Refusing Social Networking Recommendation Requests

BAC Chapter 11 Crafting Persuasive Messages	EBC Chapter 10 Writing Persuasive Messages
	(Please see the entry on persuasive messages in the Terminology Translator for the differences in how BAC and EBC define these messages. Also, routine messages that don't require a strong element of persuasion are covered in Chapter 8.)
Purposes of Persuasive Messages	Using the Three-Step Writing Process for Persuasive Messages
Analyzing Persuasive Situations	Using the Three-Step Writing Process for Persuasive Messages Step 1: Planning Persuasive Messages Analyzing the Situation
Choosing a Persuasive Strategy	Using the Three-Step Writing Process for Persuasive Messages Step 1: Planning Persuasive Messages Organizing Your Information
Why Threats and Punishment Are Less Effective Than Persuasion	Developing Persuasive Business Messages
Making Persuasive Direct Requests	Chapter 8: Writing Routine and Positive Messages Strategy for Routine Requests Common Examples of Routine Requests
Writing Persuasive Problem-Solving Messages	Developing Persuasive Business Messages Strategies for Persuasive Business Messages Framing Your Arguments Balancing Emotional and Logical Appeals Reinforcing Your Position Anticipating Objections
Tone in Persuasive Messages	Developing Persuasive Business Messages Avoiding Common Mistakes In Persuasive Communication
Varieties of Persuasive Messages	Developing Persuasive Business Messages Common Examples of Persuasive Business Messages
Sales and Fund-Raising Messages	Developing Marketing and Sales Messages Planning Marketing and Sales Messages Writing Conventional Marketing and Sales Messages Writing Promotional Messages for Social Media
Technology and Persuasion	Developing Marketing and Sales Messages Writing Promotional Messages for Social Media
Solving a Sample Problem	(no equivalent section)
	The following section and subsection in EBC Chapter 10 have no equivalents in BAC Chapter 11 or other chapters (although some of the topics are addressed to varying degrees): Developing Marketing and Sales Messages Creating Promotional Messages for Mobile Devices Maintaining High Standards of Ethics, Legal Compliance, and Etiquette

BAC Chapter 12
Building Résumés

EBC Prologue
Building a Career with Your Communication Skills
EBC Chapter 15
Building Careers and Writing Résumés

A Time Line for Job Hunting	Chapter 15: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market
Evaluating Your Strengths and Interests	Prologue: Building a Career with Your Communication Skills Adapting to Today's Job Market What Do You Want to Do? What Do You Have to Offer? How Can You Make Yourself More Valuable? Chapter 15: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market Writing the Story of You
Conducting a Job Search	Prologue: Building a Career with Your Communication Skills Adapting to Today's Job Market Building Your Personal Brand Chapter 15: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market Learning to Think Like an Employer Researching Industries and Companies of Interest Translating Your General Potential into a Specific Solution for Each Employer Taking the Initiative to Find Opportunities Building Your Network Seeking Career Counseling Avoiding Mistakes
How Employers Use Résumés	Chapter 15: Building Careers and Writing Résumés Planning Your Résumé Analyzing Your Purpose and Audience
Guidelines for Résumés	Chapter 15: Building Careers and Writing Résumés Planning Your Résumé Writing Your Résumé Completing Your Résumé
Kinds of Résumés	Chapter 15: Building Careers and Writing Résumés Planning Your Résumé Organizing Your Résumé Around Your Strengths The Chronological Résumé The Functional Résumé The Combination Résumé
What to Include in a Résumé	Chapter 15: Building Careers and Writing Résumés Writing Your Résumé Composing Your Résumé
References	Chapter 18: Building Careers and Writing Résumés Writing Your Résumé Composing Your Résumé Personal Data and References
What Not to Include in a Résumé	Chapter 18: Building Careers and Writing Résumés Planning Your Résumé Analyzing Your Purpose and Audience Gathering Pertinent Information
Dealing with Difficulties	Chapter 15: Building Careers and Writing Résumés Planning Your Résumé Addressing Areas of Concern

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BAC Chapter 12 Building Résumés (continued)	EBC Prologue Building a Career with Your Communication Skills EBC Chapter 15 Building Careers and Writing Résumés
Electronic Résumés	Chapter 15: Building Careers and Writing Résumés Completing Your Résumé Producing Your Résumé Creating a Plain-Text File of Your Résumé Creating a Word File of Your Résumé Creating a PDF Version of Your Résumé Creating an Online or Social Media Résumé
Honesty	Chapter 15: Building Careers and Writing Résumés Writing Your Résumé Keeping Your Résumé Honest
	<p>The following subsections in the EBC Prologue and Chapter 15 have no direct equivalents in BAC Chapter 12 or other chapters (although some of the topics are addressed to varying degrees):</p> <p>Prologue: Building a Career with Your Communication Skills Using This Course to Help Launch Your Career Understanding the Changing World of Work Adapting to Today's Job Market Building an Employment Portfolio Building Your Personal Brand Using All the Job-Search Tools at Your Disposal</p> <p>Chapter 15: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today's Job Market Writing the Story of You Learning to Think Like an Employer Completing Your Résumé Completing Your Résumé Considering Photos, Videos, Presentations, and Infographics</p>

BAC Chapter 13 Writing Job Application Letters	EBC Chapter 15 Building Careers and Writing Résumés EBC Chapter 16 Applying and Interviewing for Employment
How Content Differs in Job Letters and Résumés	Chapter 16: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters
How to Find Out about Employers and Jobs	Chapter 15: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today’s Job Market Learning to Think Like an Employer Researching Industries and Companies of Interest
Tapping into the Hidden Job Market	Chapter 15: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today’s Job Market Taking the Initiative to Find Opportunities
Content and Organization in Job Application Letters	Chapter 16: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters
E-mail Application Letters	Chapter 15: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters (Also see information on professional-grade email messages in Chapter 7.)
Creating a Professional Image	Chapter 16: Applying and Interviewing for Employment Submitting Your Résumé Writing Application Letters
Application Essays	(no equivalent section)
Social Networking and Personal Websites	Prologue: Building a Career with Your Communication Skills Adapting to Today’s Job Market Building an Employment Portfolio Chapter 15: Building Careers and Writing Résumés Finding the Ideal Opportunity in Today’s Job Market Building Your Network
	The following subsection in EBC Chapter 16 has no direct equivalent in BAC Chapter 13 (although some of the topics are addressed to varying degrees): Submitting Your Résumé Following Up After Submitting a Résumé

BAC Chapter 14 Interviewing, Writing Follow-Up Messages, and Succeeding in the Job	EBC Chapter 16 Applying and Interviewing for Employment
Interview Channels	Understanding the Interviewing Process Interview Media
Interview Strategy	Preparing for a Job Interview Thinking Ahead About Questions Planning Questions of Your Own
Interview Preparation	Preparing for a Job Interview Learning About the Organization and Your Interviewers Boosting Your Confidence Polishing Your Interview Style Presenting a Professional Image Being Ready When You Arrive
Interview Customs	Preparing for a Job Interview Presenting a Professional Image Interviewing for Success The Warm-Up The Question-and-Answer Stage The Close (Refer to the business etiquette section in Chapter 2 for additional tips on dining.)
Traditional Interview Questions and Answers	Preparing for a Job Interview Thinking Ahead About Questions
Kinds of Interviews	Understanding the Interviewing Process The Typical Sequence of Interviews Common Types of Interviews
Final Steps for a Successful Job Search	Following Up After the Interview Follow-Up Message Interviewing for Success The Close Discussing Salary
Starting Your Career	No comparable section
	The following subsections in EBC Chapter 16 have no direct equivalents in BAC Chapter 14 or other chapters (although some of the topics are addressed to varying degrees): Following Up After the Interview Message of Inquiry Request for a Time Extension Letter of Acceptance Letter Declining a Job Offer Letter of Resignation

BAC Chapter 15
Researching Reports and Proposals

EBC Chapter 11
Planning Reports and Proposals
EBC Appendix B
Documentation of Report Sources

Varieties of Reports	EBC Chapter 11: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals
The Report Production Process	EBC Chapter 11: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals
Report Problems	For a report's <i>statement of purpose</i> : EBC Chapter 11: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals Analyzing the Situation For a research project's <i>problem statement</i> : EBC Chapter 11: Planning Reports and Proposals Planning Your Research
Research Strategies for Reports	EBC Chapter 11: Planning Reports and Proposals Supporting Your Messages with Reliable Information Planning Your Research Conducting Secondary Research Conducting Primary Research
Source Citation and Documentation	EBC Chapter 11: Planning Reports and Proposals Conducting Secondary Research Documenting Your Sources Processing Data and Information EBC Appendix B: Documentation of Report Sources

BAC Chapter 16 Creating Visuals and Data Displays	EBC Chapter 12 Writing Reports and Proposals
When to Use Visuals and Data Displays	Illustrating Your Reports with Effective Visuals Identifying Points to Illustrate
Guidelines for Creating Effective Visuals and Data Displays	Illustrating Your Reports with Effective Visuals Understanding Visual Design Principles Producing and Integrating Visuals Verifying the Quality of Your Visuals
Integration of Visuals and Data Displays into Your Text	Producing and Integrating Visuals Creating Visuals Integrating Visuals with Text
Software Programs for Creating Visuals and Data Displays	(no equivalent section)
Conventions for Specific Visuals and Data Displays	Illustrating Your Reports with Effective Visuals Selecting the Right Type of Visual Visuals for Presenting Data Visuals for Presenting Information, Concepts, and Ideas
	The following subsections in EBC Chapter 12 have no direct equivalents in BAC Chapter 16 (although some of the topics are addressed to varying degrees): Illustrating Your Reports with Effective Visuals The Ethics of Visual Communication Producing and Integrating Visuals Visual Media on Mobile Devices

BAC Chapter 17 Writing Proposals and Progress Reports	EBC Chapter 11 Planning Reports and Proposals EBC Chapter 12 Writing Reports and Proposals
Defining Proposals	EBC Chapter 11: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals Planning Proposals
Brainstorming for Writing Proposals	EBC Chapter 11: Planning Reports and Proposals Planning Proposals
Organizing Proposals	EBC Chapter 11: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals Planning Proposals
Preparing the Budget and Cost Sections	No direct equivalent, but proposal content in general is addressed in EBC Chapter 12: Writing and Completing Reports and Proposals Drafting Proposal Content
Writing Proposal Varieties	EBC Chapter 11: Planning Reports and Proposals Planning Proposals
Writing Progress Reports	EBC Chapter 12: Writing and Completing Reports and Proposals Drafting Report Content
	The following section in EBC Chapter 12 has no direct equivalent in BAC Chapter 17 or other chapters: Writing for Websites and Wikis Collaborating on Wikis <i>Note that students get use of the exclusive Bovée & Thill Wiki Simulator, which offers the opportunity to practice wiki writing skills in a safe, private environment.</i>

BAC Chapter 18
Analyzing Information and Writing Reports

EBC Chapter 11
Planning Reports and Proposals
EBC Chapter 12
Writing Reports and Proposals
EBC Chapter 13
Completing Reports and Proposals

Using Your Time Efficiently	(No direct equivalent in these chapters, although allotting time for planning, writing, and completing messages is discussed in Chapter 4.)
Analyzing Data and Information for Reports	EBC Chapter 11: Finding, Evaluating, and Processing Information Supporting Your Messages with Reliable Information Evaluating Sources Using Your Research Results
Choosing Information for Reports	EBC Chapter 12: Writing Reports and Proposals Composing Reports and Proposals Drafting Report Content
Organizing Information in Reports	EBC Chapter 11: Planning Reports and Proposals Applying the Three-Step Writing Process to Reports and Proposals Planning Informational Reports Planning Analytical Reports
Presenting Information Effectively in Reports	EBC Chapter 12: Writing and Completing Reports and Proposals Composing Reports and Proposals Adapting to Your Audience Helping Report Readers Find Their Way Using Technology to Craft Reports and Proposals
Writing Formal Reports	EBC Chapter 13: Completing Reports and Proposals Producing Formal Reports Producing Formal Proposals
	The following subsections in EBC Chapter 13 have no direct equivalents in BAC Chapter 18 (although some of the topics are addressed to varying degrees): EBC Chapter 13: Completing Reports and Proposals Revising Reports and Proposals Proofreading Reports and Proposals Distributing Reports and Proposals

BAC Chapter 19 Making Oral Presentations	EBC Chapter 14 Developing and Delivering Business Presentations
Comparing Written and Oral Messages	Planning a Presentation Analyzing the Situation Selecting the Best Media and Channels
Identifying Purposes in Presentations	Planning a Presentation
Planning a Strategy for Your Presentation	Planning a Presentation Organizing a Presentation Defining Your Main Idea Limiting Your Scope Choosing Your Approach Developing a Presentation Adapting to Your Audience Crafting Presentation Content
Choosing Information to Include	Planning a Presentation Organizing a Presentation Preparing Your Outline Developing Your Presentation Crafting Presentation Content
Organizing Your Information	Planning a Presentation Organizing a Presentation Preparing Your Outline
Planning Visuals	Enhancing Your Presentation with Effective Visuals Choosing Structured or Free-Form Slides Designing Effective Slides
Delivering an Effective Presentation	Completing a Presentation Choosing Your Presentation Method Practicing Your Delivery Delivering a Presentation Overcoming Anxiety
Handling Questions	Delivering a Presentation Handling Questions Responsively
Making Group Presentations	No comparable section
	The following subsections in EBC Chapter 14 have no direct equivalents in BAC Chapter 19 (although some of the topics are addressed to varying degrees): Enhancing Your Presentation with Effective Visuals Creating Effective Handouts Completing a Presentation Choosing Your Presentation Method Delivering a Presentation Embracing the Backchannel Giving Presentations Online
BAC back matter	EBC back matter
Appendix A: Formatting Letters and E-mail Messages	Appendix A: Format and Layout of Business Documents
Appendix B: Writing Correctly	Handbook of Grammar, Mechanics, and Usage
Appendix C: Citing and Documenting Sources	Appendix B: Documentation of Report Sources
	The following appendix in EBC has no direct equivalent in BAC: Appendix C: Correction Symbols

Terminology Translator

Business and Administrative Communication 11e → Excellence in Business Communication 12e

Here are some terms that are used slightly differently between BAC and EBC, along with a few terms that are used in EBC but aren't used in BAC. In general, the books use most terms in similar ways, so you should be able to switch to EBC's usage with ease.

Subject area	BAC usage	EBC usage
Writing process	<p>Chapter 5 discusses the four steps of planning, writing, revising, and editing, but BAC doesn't carry through with a writing process model as EBC does.</p> <p>Also, BAC asserts that "No single writing process works for all writers all of the time." In contrast, EBC presents the three-step writing process as a methodology that is <i>easily adapted</i> to any writing task. Students sometimes flounder and waste time and energy when faced with unfamiliar or difficult writing challenges because they don't know what to do next in order to move a project forward. By following the three-step process presented in EBC, students never have to feel lost or unsure of what to do next.</p> <p>However, we don't present this as rigidly prescriptive formula that must be followed in deep detail on every project. Instead, the process is a set of guidelines that produce better messages with less time and effort. For simple and routine messages, individual process tasks might be completed in a matter of seconds and often without the writer being conscious of following a process checklist.</p> <p>Good writers often aren't conscious of completing each task in the process model simply because the process is so ingrained and intuitive for them. However, beginning writers benefit enormously from this process guidance; they will become less and less conscious of and dependent on process checklists as their skills improve.</p>	<p>All Bovée-Thill texts use the <i>three-step writing process</i> for all message types. This breaks the writing process into three phases:</p> <p>Planning</p> <ul style="list-style-type: none"> Analyze the situation Gather information Choose medium and channel Organize the information <p>Writing</p> <ul style="list-style-type: none"> Adapt to your audience Compose the message <p>Completing</p> <ul style="list-style-type: none"> Revise the message Produce the message Proofread the message Distribute the message <p>The process model is introduced in Chapter 4 and through the book from that point. Three chapters are dedicated to the process itself:</p> <ul style="list-style-type: none"> Chapter 4: Planning Business Messages Chapter 5: Writing Business Messages Chapter 6: Completing Business Messages <p>After working through these three chapters, students have the tools they need to craft any kind of business message, from a tweet to a résumé to a lengthy formal report.</p> <p>Note that the process is easily adaptable to every communication task, so even something as simple as a tweet can benefit from spending a few seconds thinking through the steps.</p>
Communication process model Social communication model	We're not aware of any communication process models in BAC.	<p>EBC uses a variation on the classic information theory model of communication proposed by Claude Shannon. While this isn't necessarily a completely accurate or robust representation of how human communication works, it is valuable as a starting point to get students thinking about message encoding, transmission, decoding, and feedback. Figure 1.5 on page 10 offers an illustration of the process model.</p> <p>EBC also expands on this model with a discussion of the <i>social communication model</i> (pages 13–14), which explains how social media have fundamentally changed the nature of business communication by changing the relationships between participants.</p>
Tone and style	BAC defines <i>tone</i> as "the implied attitude of the communicator toward the audience." It doesn't appear to define <i>style</i> explicitly, but generally uses it as a quality of the writing.	<p>In the context of tone vs. style (Chapter 5), EBC defines <i>style</i> as the choices a communicator makes to produce a particular <i>tone</i>. As in, <i>style</i> refers to the writing effort, whereas <i>tone</i> refers to the message.</p> <p>In other contexts, EBC occasionally uses <i>style</i> to refer to a broader set of attitudes, approaches, and choices (e.g., the discussion of communication style in intercultural communication on page 82).</p>

Subject area	BAC usage	EBC usage
Audience-centric communication	BAC uses <i>you-attitude</i> .	EBC uses “ <i>you</i> ” <i>attitude</i> ; the concept and treatment are essentially the same as in BAC.
Electronic vs. digital communication	BAC generally uses <i>electronic communication</i> .	EBC uses <i>digital communication</i> .
Medium and channel	BAC defines <i>channel</i> as “the physical means by which a message is sent” but doesn’t appear to have a specific definition of <i>medium</i> .	<p>Definitions of <i>medium</i> and <i>channel</i> have become rather blurry in recent years as so many new technologies infiltrate the business environment. EBC defines <i>medium</i> as the form a message takes and <i>channel</i> as the system used to deliver the message (similar to BAC’s definition). The three media we discuss are oral, written, and visual, and the two basic channel types are digital and non-digital. This model yields six combinations of medium and channel.</p> <p>This taxonomy is more rigorous than in BAC and other texts, but we believe it is vital for students to understand the unique characteristics of each of the six medium-channel combinations in order to use them all successfully. (Please see Chapter 4 for more.)</p> <p>Note that in general discussions, for the sake of simplicity EBC does occasionally use “digital media” as an umbrella term for written and visual messages on digital platforms.</p>
Compositional modes for digital media	(nothing comparable)	The Bovée-Thill series uses a unique taxonomy of writing approaches for digital media that includes nine distinct modes, from teasers to tutorials. While most of these apply to non-digital writing as well, they are particularly important skills for the fragmented world of digital media. (Please see Chapter 7 for more information.)
Communication ethics	BAC has good coverage of communication ethics in Chapter 4, including factors to consider when making communication choices.	EBC makes a clear distinction between <i>ethical lapses</i> (unethical choices) and <i>ethical dilemmas</i> (situations in which the choices available to a communication are not clear-cut). (Please see Chapter 1 for more.)
Stages of team formation/evolution	BAC defines the stages as <i>formation, coordination, and formalization</i> .	EBC uses the five-stage model of <i>orientation, conflict, brainstorming, emerging, and reinforcement</i> . It also mentions the Tuckman model of <i>forming, storming, norming, performing, and adjourning</i> .
Persuasive messages	BAC divides these into <i>persuasive messages and sales and fundraising messages</i> . BAC includes a wide range of message types under the umbrella of persuasive messages.	EBC divides these into <i>persuasive business messages and marketing and sales messages</i> .

Activity Mapping

Business and Administrative Communication 11e* → *Excellence in Business Communication 12e

Here are the end-of-chapter questions and activities in BAC and where you can find similar student activities in EBC.

BAC activity	EBC equivalent or alternative
Continuing Case	(no equivalent)
(no equivalent)	On the Job: Solving Communication Dilemmas: This unique end-of-chapter simulation has students play the role of a professional in the company that was profiled at the beginning of the chapter.
(no equivalent)	Learning Objective Checklist: Students can assess their achievement of chapter learning objectives with these comprehensive question sets.
Exercises and Cases (Other than the “Reviewing the Chapter” questions that occur as the first item in each chapter, the student activities in BAC are not categorized by learning or assessment type.)	End-of-chapter questions and activities in EBC are divided into four categories, making it easy to find specific types of homework assignments or in-class activities: <ul style="list-style-type: none"> • Apply Your Knowledge: Analysis-oriented questions keyed to learning objectives • Practice Your Skills: Skill-development activities keyed to learning objectives • Expand Your Skills: Two recurring activities—Critique the Professionals, in which students are asked to locate a specific item of communication and analyze its effectiveness, and Sharpening Your Career Skills Online, in which students are asked to use the Bovée and Thill Web Search system to find a media element online and then analyze its effectiveness • Cases: Writing and presentation projects that range in length and complexity from Twitter updates, blog posts, email messages up through long reports; these appear at the end of Chapters 7, 8, 9, 10, 12, 13, 14, 15, and 16
Special note: BAC Chapter 1 includes “Assessing Your Punctuation and Grammar Skills,” which refers to a Diagnostic Test in Appendix B	EBC has similar diagnostic tests in the Handbook of Grammar, Mechanics, and Usage, which appears after Appendix C.