

**Bovée/Thill, *Business Communication Today* (14th ed.)**

**versus**

**Rentz/Lentz, *Business Communication* (1st ed.)**



Bovée/Thill	Rentz/Lentz
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**Mobile communication**

Just as Bovée and Thill pioneered coverage of the social media revolution, they now lead the market with up-to-the-minute coverage of mobile business communication. And as with social media, the changes brought about by mobile run far deeper than the technology itself. Successful communication on mobile devices requires a new approach to planning, writing, and designing messages.

Major text sections on mobile:

- The Mobile Revolution
- The Rise of Mobile as a Communication Platform
- How Mobile Technologies Are Changing Business Communication
- Collaboration via Mobile Devices
- Business Etiquette Using Mobile Devices
- The Unique Challenges of Communication on Mobile Devices
- Writing Messages for Mobile Devices
- Designing Messages for Mobile Devices
- Optimizing Content for Mobile Devices
- Visual Media on Mobile Devices
- Creating Promotional Messages for Mobile Devices
- Integrating Mobile Devices in Presentations

This extensive hands-on advice is complemented with review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices.

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

Good coverage of mobile phone etiquette (pp. 175, 552) and text messaging (pp. 54–55), but according to the index, this is the only coverage of mobile communication.

**Blogging and microblogging (Twitter)**

Comprehensive coverage of the business applications of blogging and microblogging, with practical advice on adapting the three-step writing process to both formats (pp. 214–220); multiple activities and cases that involve blog writing give students practice with this important medium.

Limited coverage of blogging or microblogging for business; other than a non-business blog example (pp. 334–335), the index doesn't indicate any hands-on advice for either medium

	Bovée/Thill	Rentz/Lentz
<b>Model documents</b>	<p>78 annotated model documents</p> <p>18 annotated before/after pairs that show students specific ways to improve messages and documents; in this edition, the annotations for most of these pairs were extensively revised to help students see differences between ineffective and effective documents</p>	<p>36 annotated model documents (this includes the Annotated Example features as well as regular figures later in the book)</p> <p>No before/after pairs that show students how to improve a document</p>
<b>Storytelling/narrative technique</b>	<p>A growing number of business communicators recognize the power of storytelling, from simple tales in advertising to rich stories about organizational visions and values. BCT teaches narrative technique along with these special features:</p> <ul style="list-style-type: none"> <li>• Chapter 4's opening vignette about a creative consultancy that hired novelist Mohsin Hamid as chief storytelling officer</li> <li>• Writing the "story of you" as a way to visualize a career arc and prepare for the job search process</li> </ul>	<p>No coverage, according to the index</p>
<b>Résumés</b>	<p>Model résumés based on real-life job openings, showing students how to respond to important clues in job descriptions and how to adapt their résumé content to different opportunities; a new application message (Figure 19.3) coordinates with one of the résumés to show how to pair an application message with a résumé.</p>	<p>Nothing comparable</p>
<b>Employment interviews</b>	<p>The bulk of Chapter 19 (pp. 552–565) is devoted to interviewing, with in-depth coverage of the interview process</p>	<p>Only 4 pages devoted to interviewing from the candidate's perspective (pp. 601–605)</p>
<b>Instructor and Student Resources and Support Options</b>	<p><a href="#">Business Communication Headline News</a> Delivers curated ideas and examples, archived by subject. Currently more than 4,500 posts.</p> <p><a href="#">Real-Time Updates</a> Weekly multimedia content updates tied to specific business communication topics; instructors and students can subscribe chapter-by-chapter. Currently more than 7,000 posts that have attracted 2 million pageviews.</p> <p><a href="#">Bovee &amp; Thill's Business Communication Blog</a> with teaching tips and techniques, many with slides for classroom use.</p> <p>Instructor communities on <a href="#">Facebook</a> and <a href="#">LinkedIn</a></p> <p><a href="#">Online magazines on Scoop.it</a></p> <p><a href="#">Business Communication Web Search</a></p>	<p>Preface doesn't suggest anything comparable to these resources.</p>

## Quick Reference Guide to Leading-Edge Coverage in *Business Communication Today*, 14th Edition

### Coverage of Digital, Social, and Mobile Media

(Many of these topics are integrated throughout the text. These page numbers are the primary coverage locations; please consult the subject index for more details.)

Topic	Page
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Collaboration technologies	43–46
Community Q&A websites	214
Compositional modes for digital media	183–185
Content curation	213–214
Creating content for social media	212
Data visualization	242–244
Digital, social, and mobile media options	182–183
Email	186–189
Infographics	246
Instant messaging, text messaging, and workgroup messaging	190–192
Interview media	554–555
Meeting technologies	50–51
Mobile devices in presentations	498
Mobile etiquette	60
Mobile media	16–18, 108–109
Online and social media résumés	534–535
Online etiquette	59–60
Podcasting	196–197
Social communication model	15–16
Social networking	207–212
User-generated content	213
Web writing	195–197
Wikis	221
Writing and designing messages for mobile devices	22–25, 169
Writing persuasive messages for mobile media	346
Writing persuasive messages for social media	344–346

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

(Not including email, IM, or presentation slides)

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Mobile Communication Tools	1.8	16
Wearable Technology	1.9	17
Mobile Communication: Opportunities and Challenges	1.10	19
Unethical Communication	1.11	27
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Mobile Language Tools	3.3	83
Writing for Multilingual Audiences	3.5	88
Using Audience Analysis to Plan a Message	4.2	101
Media and Channel Choices: Written + Digital	4.4	107
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Writing for Mobile Devices	5.6	145
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Reader-Friendly Web Design	7.5	194
Writing for the Web	7.6	195
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Community Building via Social Media	8.1	207
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Visual Displays on Mobile Devices	9.14	250
Framing Your Shots: Finding the Right Range	9.16	253
Framing Your Shots: Finding the Right Balance	9.17	254
Announcing Good News	10.6	278
Goodwill Messages	10.7	279
Internal Message Providing Bad News About Company Operations	11.6	310
Appealing to Audience Needs	12.1	331
Promotional Messages in Social Media	12.6	345
Executive Dashboards	14.3	393
Executive Summary	15.2	425
Nonlinear Presentations	16.3	465
Using Mobile Devices in Presentations	17.6	499
Mobile Job-Search Tools	18.2	519
Job Task Simulations	19.4	555
Interview Simulators	19.5	560