



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

**versus**

**Rentz/Lentz, *M: Business Communication* (3th ed.)**

	Bovée/Thill	Rentz/Lentz
<b>Mobile communication</b>	<p>Just as Bovée and Thill pioneered coverage of social media, they now lead the market with up-to-the-minute coverage of mobile business communication and the need to rethink one’s approach to writing for mobile audiences. In dedicated mobile sections throughout the text, students get key insights and hands-on advice for creating effective messages for mobile readers.</p> <p>This coverage is complemented with review and analysis questions on mobile topics, including communication cases that require students to craft messages for mobile devices, and more than two dozen figures that showcase mobile communication.</p>	<p>No mention of mobile devices or mobile communication in the index, although pages 35–36 mention the difficulty of accessing web sites on mobile device.</p>
<b>Social media examples and advice</b>	<p>More than 20 examples and model documents (please see tables on page 3 of this document for social media coverage and examples); extensive writing advice for blogging, microblogging (Twitter), and social networking</p>	<p>Introductory coverage of social media on page 35</p> <p>Overview of Twitter in the context of report research (pages 212–213), other mentions in the context of presentations and job searches.</p>
<b>Emerging communication technologies</b>	<p>Highlights dozens of technologies that play a role in contemporary business communication, illustrates tech usage with engaging pictorial features (Chapters 1, 3, and 6), and gives students a look ahead with new “Future of Communication” sections in every chapter, exploring such advances as the Internet of Things, real-time translation, telepathy, haptic communication, virtual and augmented reality, gestural computing, smart bots, emotion recognition, and holograms.</p>	<p>Solid overviews of the standard business tools in use as of the book’s publication (2015, with the newest sources dating from 2013).</p>
<b>Before/after model documents</b>	<p>Annotated before/after pairs show students specific ways to improve messages and documents; in this edition, the annotations for most of these were extensively revised to help students see differences between ineffective and effective writing.</p>	<p>The “red light / green light pairs” contrast ineffective and effective writing, but they don’t have the specific, detailed advice that BCE8’s before/after pairs offer.</p>

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<b>Résumés, LinkedIn</b>	<p>Model résumés based on real-life job openings, showing students how to respond to important clues in job descriptions and how to adapt their résumé content to different opportunities; a new application message (Figure 14.3) coordinates with one of the résumés to show how to pair an application message with a résumé</p> <p>New coverage of LinkedIn offers in-depth, step-by-step advice for building an effective LinkedIn profile (pages 382–384)</p>	<p>Good coverage of résumés, but model résumés don't indicate a direct linkage with real job openings and or show how an applicant can adapt his or her résumé to different opportunities</p> <p>Tips for building a compelling LinkedIn profile (page 310)</p>
<b>Presentations</b>	<p>Comparison of linear (conventional slides) vs. nonlinear (Prezi style) presentations</p> <p>Comparison of structured (template-based) vs. free-form (story-driven) slide designs</p> <p>Advice on using a key visual to design slides</p> <p>26 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content</p>	<p>Good advice on creating slides, but only one example slide is provided for students to learn from</p> <p>No discussion of relative advantages and disadvantages of Prezi vs. conventional slides or structured vs. free-form slide designs.</p>
<b>Free multimedia resources</b>	<p>"Learn More" media items integrate the text with online materials and connect students with dozens of online media elements, including infographics, videos, presentations, podcasts, and articles with examples and insights to reinforce learning and extend the chapter material.</p>	<p>No indication of anything comparable</p>
<b>Instructor and Student Resources and Support Options</b>	<p><a href="#">Business Communication Headline News</a> Delivers curated ideas and examples every weekday throughout the year. Posts are archived by subject to make updating lectures easy. Currently more than 4,500 posts.</p> <p><a href="#">Real-Time Updates</a> Weekly multimedia content updates tied to specific business communication topics; instructors and students can subscribe on a chapter-by-chapter basis. Currently more than 7,000 posts that have attracted 2 million pageviews.</p> <p><a href="#">Bovee &amp; Thill's Business Communication Blog</a> with teaching tips and techniques for instructors of business communication. Many posts include slides for classroom use.</p> <p>Instructor communities on <a href="#">Facebook</a> and <a href="#">LinkedIn</a></p> <p><a href="#">Online magazines on Scoop.it</a></p> <p><a href="#">Business Communication Web Search</a></p>	<p>No indication of anything comparable</p>

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

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

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

Topic	Page
Backchannel in presentations	349
Blogging and microblogging	150
Collaboration technologies	40
Community Q&A websites	143
Compositional modes for digital media	136
Content curation	143
Creating content for social media	141
Data visualization	291
Digital, social, and mobile media options	68
Email	143
Infographics	294
Instant messaging, text messaging, and workgroup messaging	148
Interview media	403
Meeting technologies	46
Mobile devices in presentations	344
Mobile etiquette	52
Mobile media	12, 72
Online résumés, LinkedIn	381, 382
Online etiquette	52
Podcasting	155
Social communication model	10
Social networking	140
User-generated content	142
Web writing	262, 286
Wikis	287
Writing and designing messages for mobile devices	103, 124
Writing persuasive messages for mobile media	236
Writing persuasive messages for social media	235

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

(Not including email, IM, or presentation slides)

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The Social Communication Model	1.5	11
Wearable Technology	1.6	12
Mobile Communication Tools	1.7	14
Powerful Tools for Communicating Effectively	Feature	24–27
Shared Online Workspaces	2.1	41
Collaboration on Mobile Devices	2.2	42
Capturing Key Decisions and Discoveries from a Meeting	2.4	45
Virtual Meetings	2.5	46
Using Audience Analysis to Plan a Message	3.2	66
Media and Channel Choices: Written + Digital	3.4	71
Business Communicators Innovating with Mobile	Feature	74–75
Mind Mapping (PC and mobile)	3.5	76
Fostering a Positive Relationship with an Audience	4.1	89
Building Credibility	4.2	92
Plain Language at Creative Commons	4.3	95
Choosing Powerful Words	4.4	97
Writing for Mobile Devices	4.6	105
Readability Decisions for Digital Communication	5.3	122
Designing for Mobile Devices	5.4	125
Compositional Modes: Status Updates and Announcements	6.1	138
Augmented Reality	6.2	139
Business Communicators Innovating with Social Media	Feature	144–145
Business Applications of Blogging	6.5	152
Business Applications of Microblogging	6.6	155
Mobile Podcasting Tools	6.7	156
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Appealing to Audience Needs	9.1	223
Persuasive Messages in Social Media	9.6	236
Executive Dashboards	10.3	253
Organizing Website Content	10.6	262
Writing and Designing for the Web	11.2	287
Data Visualization	11.8	293
Infographics	11.11	296
Visual Displays on Mobile Devices	11.12	297
Visual Reports Using Presentation Software	12.8	343
Using Mobile Devices in Presentations	12.9	344
Mobile Job-Search Tools	13.2	365
Job Task Simulations	14.4	403
Interview Simulators	14.5	409