Bovée/Thill, *Business Communication Essentials* (8th ed.)
versus
Rentz/Lentz, *M: Business Communication* (3th ed.)

	Bovée/Thill	Rentz/Lentz
Mobile communication	Just as Bovée and Thill pioneered coverage of social media, they now lead the market with up-to-the-minute coverage of mobile business communication and the need to rethink one's approach to writing for mobile audiences. In dedicated mobile sections throughout the text, students get key insights and hands-on advice for creating effective messages for mobile readers. This coverage is complemented with review and analysis questions on mobile topics, including communication cases that require students to craft messages for mobile devices, and more than two dozen figures that showcase mobile communication.	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.
Social media examples and advice	More than 20 examples and model documents (please see tables on page 3 of this document for social media coverage and examples); extensive writing advice for blogging, microblogging (Twitter), and social networking	Introductory coverage of social media on page 35 Overview of Twitter in the context of report research (pages 212–213), other mentions in the context of presentations and job searches.
Emerging communication technologies	Highlights dozens of technologies that play a role in contemporary business communication, illustrates tech usage with engaging pictorial features (Chapters 1, 3, and 6), and gives students a look ahead with new "Future of Communication" sections in every chapter, exploring such advances as the Internet of Things, real-time translation, telepathy, haptic communication, virtual and augmented reality, gestural computing, smart bots, emotion recognition, and holograms.	Solid overviews of the standard business tools in use as of the book's publication (2015, with the newest sources dating from 2013).
Before/after model documents	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.	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.

	Bovée/Thill	Rentz/Lentz
Résumés, LinkedIn	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 New coverage of LinkedIn offers in-depth, step-by-step advice for building an effective LinkedIn profile (pages 382–384)	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 Tips for building a compelling LinkedIn profile (page 310)
Presentations	Comparison of linear (conventional slides) vs. nonlinear (Prezi style) presentations Comparison of structured (template-based) vs. free-form (story-driven) slide designs Advice on using a key visual to design slides 26 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content	Good advice on creating slides, but only one example slide is provided for students to learn from No discussion of relative advantages and disadvantages of Prezi vs. conventional slides or structured vs. free-form slide designs.
Free multimedia resources	"Learn More" media items integrate the text with online materials and connect students with dozens of online media elements, including infographics, videos, presentations, podcasts, and articles with examples and insights to reinforce learning and extend the chapter material.	No indication of anything comparable
Instructor and Student Resources and Support Options	[Business Communication Headline News](#) 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. [Real-Time Updates](#) 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. [Bovee & Thill's Business Communication Blog](#) with teaching tips and techniques for instructors of business communication. Many posts include slides for classroom use. Instructor communities on [Facebook](#) and [LinkedIn](#) [Online magazines on Scoop.it](#) [Business Communication Web Search](#)	No indication of anything comparable

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

Coverage of Digital, Social, and Mobile Media
(Many of these topics are integrated throughout the text. These page numbers are the primary coverage locations; please consult the subject index for more details.)

Figures and Model Documents Highlighting the Use of Digital, Social, and Mobile Media
(Not including email, IM, or presentation slides)