



If your students needed to locate these 85 contemporary subjects, they'd find them all in the index in *Business Communication Essentials*.

How does your current text compare?

Subject	Bovee/Thill Business Communication Essentials 8/e	Guffey/Loewy Business Communication: Process and Product 9/e	Guffey/Loewy Essentials of Business Communication 10/e	Cardon Business Communication 3/e	Locker/Kienzler Business and Administrative Communication 11/e	Newman Business Communication 10/e	Lehman/Dufrene BCOM 9/e	Rentz/Lentz Business Communication 1/e	Shwom/Snyder Business Communication 3/e
Applicant tracking systems	✓	✓	✓			✓	✓	✓	✓
Assistive technologies	✓								
Augmented reality	✓								
Automated chatbots	✓								
Backchannel, in presentations	✓	✓			✓	✓			
Blind auditions	✓								
Brand socialization	✓								
Cloud computing	✓	✓	✓			✓			
Collaboration platforms	✓	✓		✓	✓	✓	✓	✓	✓
Community Q&A Sites	✓								
Compositional modes for digital media	✓								
Computer, PowerPoint animation	✓	✓			✓			✓	✓
Content curation	✓								
Content management systems	✓								

(continued on next page)

Subject	Bovee/Thill Business Communication Essentials 8/e	Guffey/Loewy Business Communication: Process and Product 9/e	Guffey/Loewy Essentials of Business Communication 10/e	Cardon Business Communication 3/e	Locker/Kienzler Business and Administrative Communication 11/e	Newman Business Communication 10/e	Lehman/Dufrene BCOM 9/e	Rentz/Lentz Business Communication 1/e	Shwom/Snyder Business Communication 3/e
Content snacking	✓								
Context awareness	✓								
Crowdsourcing	✓	✓	✓						✓
Crowdspeaking	✓								
Data visualization	✓	✓							
Deep Internet, researching	✓								✓
Digital information fluency	✓								
Emoticons, emojis	✓			✓			✓	✓	✓
Emotion Recognition Software	✓								
Enterprise social networks	✓	✓	✓	✓	✓	✓			✓
Executive dashboards (data displays)	✓			✓					
Gamification in business communication	✓	✓					✓ (under team games)		
Geofencing	✓								
Geographic information systems	✓								
Gestural computing	✓								
Haptic computing	✓								
Hashtags	✓							✓	
Holograms in business communication	✓								

(continued on next page)

Subject	Bovee/Thill Business Communication Essentials 8/e	Guffey/Loewy Business Communication: Process and Product 9/e	Guffey/Loewy Essentials of Business Communication 10/e	Cardon Business Communication 3/e	Locker/Kienzler Business and Administrative Communication 11/e	Newman Business Communication 10/e	Lehman/Dufrene BCOM 9/e	Rentz/Lentz Business Communication 1/e	Shwom/Snyder Business Communication 3/e
Infographic resumes	✓		✓			✓			
Information architecture	✓								
Internet of Things	✓								
Interview simulators	✓								
Knowledge management systems	✓								
Location-based social networks; location-aware content	✓					✓			
Machine learning	✓								
Mind mapping	✓	✓		✓		✓		✓ (referred to as concept mapping)	
Mobile business communication apps	✓	✓				✓			
Mobile device etiquette	✓	✓	✓	✓			✓		
Mobile devices, integrating in presentations	✓								
Mobile devices, writing business messages for	✓								
Mobile revolution in business communication	✓								
Near-field communication	✓								
Online brainstorming tools	✓	✓		✓					✓
Online rumor control	✓								

(continued on next page)

Subject	Bovee/Thill Business Communication Essentials 8/e	Guffey/Loewy Business Communication: Process and Product 9/e	Guffey/Loewy Essentials of Business Communication 10/e	Cardon Business Communication 3/e	Locker/Kienzler Business and Administrative Communication 11/e	Newman Business Communication 10/e	Lehman/Dufrene BCOM 9/e	Rentz/Lentz Business Communication 1/e	Shwom/Snyder Business Communication 3/e
Over-the-top applications	✓								
Persuasive messages in social media	✓	✓	✓	✓					✓
Podcasting channels	✓	✓	✓						
Podcasts	✓	✓	✓			✓			✓
Psychographics	✓				✓			✓	
Quick Response (QR) Codes	✓		✓		✓				
Radical connectivity	✓								
Real-time translation	✓								
Really Simple Syndication (RSS)	✓					✓		✓	✓
Reputation analysis (automated)	✓								
Retweeting	✓								
Scannable resumes	✓						✓		
Screencasts	✓			✓					
Search engine optimization (SEO)	✓							✓	
Sentiment analysis	✓								
Slideuments, visual reports, report decks	✓	✓	✓	✓					✓
Social communication model	✓	✓							
Social media news release	✓								

(continued on next page)

Subject	Bovee/Thill Business Communication Essentials 8/e	Guffey/Loewy Business Communication: Process and Product 9/e	Guffey/Loewy Essentials of Business Communication 10/e	Cardon Business Communication 3/e	Locker/Kienzler Business and Administrative Communication 11/e	Newman Business Communication 10/e	Lehman/Dufrene BCOM 9/e	Rentz/Lentz Business Communication 1/e	Shwom/Snyder Business Communication 3/e
Social media resumes	✓					✓			✓
Social video	✓			✓					
Speech analytics software	✓								
Story of You, as career-planning tool	✓								
Storytelling	✓			✓	✓	✓			
Tagging, social tagging	✓			✓					
Teleconferencing and telepresence	✓	✓		✓	✓	✓	✓		
Telepathy in business communications	✓								
Tweetables	✓								
Twittersphere, Twitterstream	✓								
Unified communication	✓	✓							
User-generated content	✓					✓			
Video resumes	✓	✓	✓			✓	✓		✓
Virtual communities	✓								
Virtual meetings, online meetings	✓	✓	✓	✓		✓	✓	✓	✓
Visual literacy	✓							✓	
Wearable technology	✓								
Webcasts	✓	✓	✓				✓	✓	✓
Webinars	✓	✓	✓	✓			✓	✓	✓
SCORE	85	24	15	16	8	17	12	14	17

Notes: This analysis is based on an index search of the printed texts (and doesn't include online components); it also doesn't include basic topics common to most texts, including email, blogging, instant messaging, wikis, etc.

Updated 9/27/2017

(continued on next page)

Coverage of Leading-Edge Topics in Business Communication

