

Subject (Artificial intelligence topics are preceded by <i>AI</i>)	Bovee/Thill Excellence in Business Communication 13e	Guffey/Loewy Business Communication: Process and Product 9e	Guffey/Loewy Essentials of Business Communication 11e	Cardon Business Communication 4e	Locker/Mackiewicz/Aune/Kienzler Business and Administrative Communication 12e	Newman Business Communication 10e	Lehman/Dufrene/Walker BCOM 10e	Rentz/Lentz Business Communication 1e	Shwom/Snyder Business Communication 4e
Backchannel, in presentations	✓	✓			✓	✓			✓
Behavioral targeting	✓								
Blind auditions in job interviews	✓								
Brand socialization	✓								
Chatbots	✓			✓					
Cloud computing	✓	✓	✓					✓	✓
Collaboration platforms; shared online workspaces	✓	✓	✓	✓	✓	✓		✓	✓
Communities of practice	✓			✓					
Community Q&A Sites	✓							✓	
Compositional modes for digital media	✓								
Computer vision	✓								
Content curation	✓								
Content management systems	✓								
Content snacking	✓								
Crowdsourcing	✓	✓	✓						
Dashboards (data displays)	✓			✓					✓
Data literacy	✓			✓					✓
Data mining	✓				✓				
Data visualization	✓	✓	✓						
Deep internet, research challenges of	✓								✓
Digital information fluency	✓								
Emoticons, emojis	✓		✓	✓	✓		✓	✓	✓
Enterprise instant messaging	✓	✓	✓	✓					

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Mobile-first approach to website design	✓				✓				
Online rumor control	✓			✓					
Personal branding	✓		✓	✓	✓				✓
Persuasive messages in social media	✓	✓	✓	✓	✓				✓
Podcasting channels	✓	✓	✓						
Podcasting advice	✓	✓	✓			✓			✓
Product champions	✓								
Psychographics	✓				✓			✓	
Really Simple Syndication (RSS)	✓			✓		✓		✓	✓
Reputation analysis (automated)	✓								
Retweeting	✓								
Scannable resumes	✓						✓		
Screencasts	✓			✓					
Search engine optimization	✓							✓	✓
Sentiment analysis (automated)	✓			✓					
Social communication model	✓	✓							
Social listening	✓								
Social media resumes	✓					✓			
Social networks for internal communication	✓	✓	✓	✓		✓			✓
Social video	✓								
Stealth marketing	✓								
Story of You, as career-planning tool	✓								
Storytelling in business	✓			✓	✓	✓			
Tagging	✓		✓	✓					

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Tweetables	✓								
User-generated content	✓					✓			
Visual reports, report decks	✓	✓	✓	✓					✓
Virtual communities	✓								
Visual literacy	✓							✓	
Visual symbolism	✓								
Webcasts	✓	✓	✓				✓	✓	✓
Webinars	✓	✓	✓	✓			✓	✓	✓
Workgroup messaging	✓			✓	✓				
SCORE	90	23	21	30	12	13	5	15	22

Notes: This analysis is based on an index and/or etext search of the standard edition of each text (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 05/05/2020