



Thill/Bovée, *Excellence in Business Communication* (12th ed.)

versus

Shwom/Snyder, *Business Communication* (3rd ed.)

Thill/Bovée	Shwom/Snyder
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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.

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

According to the index, there is no coverage of mobile communication.

Thill/Bovée**Shwom/Snyder****Professional etiquette**

Chapter 1 introduces etiquette as an essential element of professionalism, and Chapter 2 has a comprehensive etiquette section with specific advice for respectful behavior in the workplace, in social settings while on business, online, and while using mobile devices. Etiquette is also covered as part of the writing process (Chapter 5), in writing negative messages (Chapter 9), and in writing persuasive messages (Chapter 10).

The index doesn't have an entry for *etiquette*, and a search for related terms didn't find any entries.

Storytelling/narrative technique

A growing number of business communicators recognize the power of storytelling, from simple tales in advertising to rich stories about organizational visions and values. EBC teaches narrative technique as a way to organize documents and presentations, explaining how to use the dramatic model of tension and resolution to help readers and listeners imagine themselves in the same situations.

No coverage, according to the index

It also includes a special section on writing the "story of you" as a way to visualize a career arc and prepare for the job search process.

Résumés

Model résumés based on real-life job openings, with detailed discussion that show students how to respond to important clues in job descriptions and how to adapt their résumé structure and content to different opportunities. Compare the depth of analysis and detail offered in Figures 15.4, 15.5, and 15.6 (pages 494–496) with the résumé models offered in Shwom/Snyder.

Compare Figures 12.7, 12.8, and 12.9 with the résumé models offered in Thill/Bovée.

Instructor and Student Resources and Support Options[Business Communication Headline News](#)

Delivers curated ideas and examples, archived by subject. Currently more than 4,500 posts.

The preface doesn't list any comparable resources for instructors or students.

[Real-Time Updates](#)

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.

[Bovee & Thill's Business Communication Blog](#)

with teaching tips and techniques, many with slides for classroom use.

Instructor communities on [Facebook](#) and [LinkedIn](#)

[Online magazines on Scoop.it](#)[Business Communication Web Search](#)

Quick Reference Guide to Leading-Edge Coverage in *Excellence in Business Communication*, 12th 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	465
Blogging and microblogging	204–210
Collaboration technologies	42–44
Community Q&A websites	198
Compositional modes for digital media	188–189
Content curation	195, 198
Creating content for social media	189–191
Data visualization	380–381
Digital, social, and mobile media options	106–109
Email	198–202
Infographics	383, 384
Instant messaging and text messaging	202–204
Interview media	520–521
Meeting technologies	48–49
Mobile devices in presentations	459–460
Mobile etiquette	58
Mobile media (overview)	15–18
Online and social media résumés	499–500
Online etiquette	57–58
Podcasting	210–211
Social communication model	13–14
Social networking	191–194
User-generated content	195
Web writing	342–344, 371–373
Wikis	371–373
Writing and designing messages for mobile devices	148–149, 173–174
Writing persuasive messages for mobile media	304
Writing persuasive messages for social media	302–303

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

(Not including email, IM, or presentation slides)

Title	Number	Page
Mobile Recruiting Apps	P1	xlvi
The Social Communication Model	1.7	14
Mobile Communication Tools	1.8	15
Wearable Technology	1.9	16
Mobile Communication: Opportunities and Challenges	1.10	17
Powerful Tools for Communicating Effectively	Feature	20–23
Unethical Communication	1.11	25
Ethical Communication	1.12	26
Shared Workspaces	2.2	43
Collaboration on Mobile Devices	2.3	44
Capturing Key Decisions and Discoveries from a Meeting	2.5	47
Virtual Meetings	2.6	48
Telepresence	2.7	49
Mobile Language Tools	3.3	82
Writing for Multilingual Audiences	3.5	87
Using Audience Analysis to Plan a Message	4.2	102
Media and Channel Choices: Written + Digital	4.4	108
Business Communicators Innovating with Mobile	Feature	110–111
Mind Mapping	4.5	114
Fostering a Positive Relationship with an Audience	5.1	129
Building Credibility	5.2	133
Plain Language at Creative Commons	5.3	137
Topic Sentences	5.5	145
Writing for Mobile Devices	5.6	149
Designing for Readability	6.3	171
Designing Messages for Mobile Devices	6.4	174
Compositional Modes: Status Updates and Announcements	7.1	190
Community Building via Social Media	7.2	195
Business Communicators Innovating with Social Media	Feature	196–197
Business Applications of Blogging	7.5	207
Business Applications of Microblogging	7.6	210
Mobile Podcasting Tools	7.7	212
Announcing Good News	8.6	237
Goodwill Messages	8.7	238
Internal Message Providing Bad News About Company Operations	9.6	268
Appealing to Audience Needs	10.1	289
Promotional Messages in Social Media	10.6	303
Executive Dashboards	11.3	325
Reader-Friendly Website Design	11.8	343
Writing for the Web	12.4	372
Data Visualization	12.11	381
Geographic Information Systems	12.13	382
Infographics	12.14	384
Visual Displays on Mobile Devices	12.15	387
Executive Summary	13.2	408
Nonlinear Presentations	14.3	445
Using Mobile Devices in Presentations	14.9	460
Mobile Job Search Tools	15.2	483
Job Task Simulations	16.3	521
Interview Simulators	16.4	527