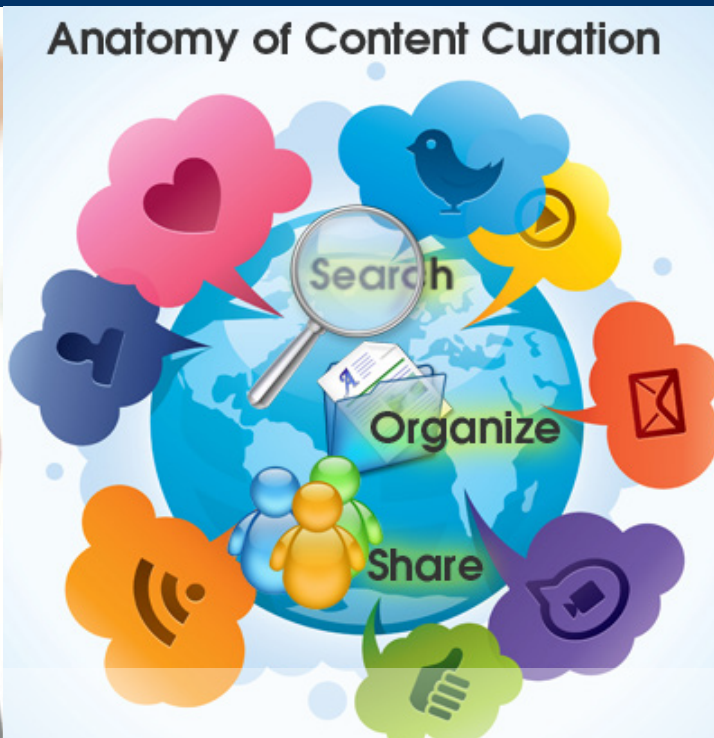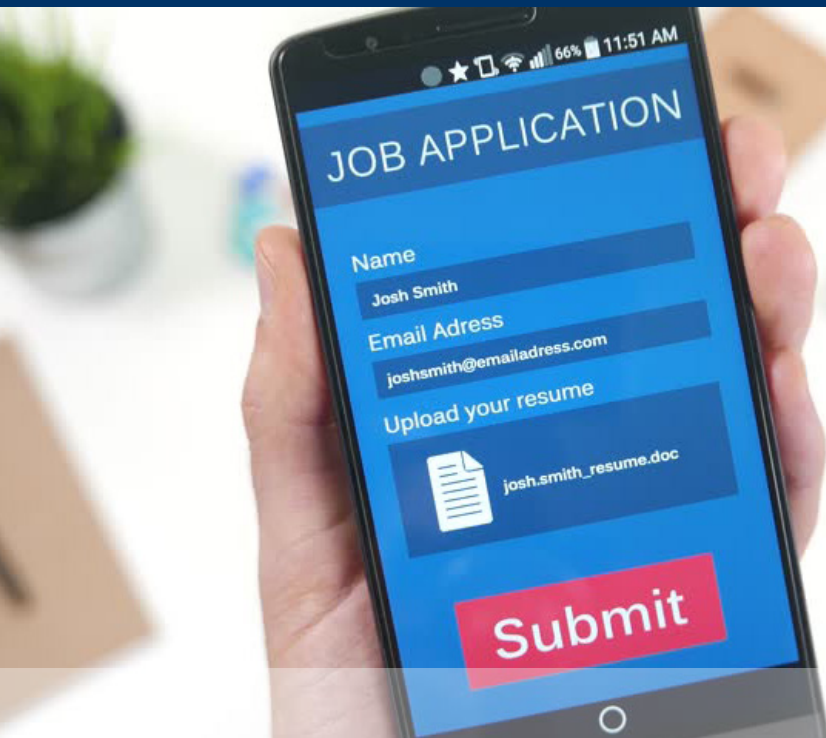# Bovée and Thill

See Why Bovée & Thill Are the Undisputed Leaders in Technology Coverage

Bovée & Thill's business communication textbooks continue to lead the field with unmatched coverage of communication technologies, reflecting the expectations and opportunities in today's workplace. Most other texts address only a fraction of these terms.

- Applicant tracking systems
- Application evaluation systems
- Assistive technologies
- Augmented reality
- Augmented writing software
- Automated reputation and sentiment analysis
- Backchannel, in presentations
- Behavioral targeting
- Big Data/data analytics
- Blind auditions
- Brand communities
- Brand socialization
- Branded channels
- Chatbots
- Cloud computing
- Cognitive automation
- Collaboration platforms
- Community Q&A sites
- Compositional modes for digital media
- Computer, PowerPoint animation
- Computer vision
- Content curation
- Content management systems
- Content snacking
- Context awareness
- Crowdsourcing
- Customer relationship management (CRM)
- Dashboards
- Data literacy
- Data visualization
- Deep internet, researching
- Deep learning

- Deepfakes
- Digital footprint
- Digital information fluency
- Emoticons, emojis
- Emotion recognition software
- Enterprise messaging systems
- Enterprise search engines
- Enterprise social networks
- Gamification
- Geographic information systems
- Infographics
- Information architecture
- Intellectual property rights
- Internet of Things
- Interview simulators
- Knowledge management systems
- Machine learning
- Meeting capture systems
- Mobile business communication apps
- Mobile device etiquette
- Mobile devices in presentations
- Mobile devices, writing business messages for
- Mobile job search tools
- Natural language processing
- Nonlinear presentations
- Online collaboration tools
- Online etiquette
- Online rumor control
- Persuasive messages in social media
- Quick Response (QR) codes
- Really Simple Syndication (RSS)
- Real-time translation

- Robotic process automation
- Screencasts
- Screen readers
- Search engine optimization (SEO)
- Sentiment analysis
- Social commerce
- Social communication model
- Social customer service
- Social listening/smart listening tools
- Social intranets
- Social media news release
- Social media resumes
- Social recruiting
- Social video
- Speech analytics software
- Taskbots
- Text mining/text analytics
- Tweetables
- Unified communication
- User-generated content
- Video production
- Video resumes
- Virtual assistants
- Virtual communities
- Virtual meetings, online meetings
- Virtual reality
- Visual literary
- Visual reports
- Voice of the customer (VoC) programs
- Webcasts
- Webinars
- Workforce analytics
- Workplace messaging systems

(Note that this list doesn't include technology terms common to most books, such as email and blogging.)