



# Business Communication Text Comparison

Thill/Bovée  
***Excellence in  
 Business Communication 13e***

Cardon  
***Business Communication: Developing  
 Leaders for a Networked World 3e***

<p><b>Professionalism</b></p>	<p>Emphasizes the full scope of professionalism, as defined by six traits: to be the best, to be dependable, to be a team player, to be respectful, to be ethical, to be positive.</p> <p>Essential topics of credibility, ethics, and etiquette are integrated throughout the book, and credibility has been a fundamental element of the Bovée &amp; Thill approach for decades, as part of the three-step writing process.</p>	<p>Chapter 1 offers comprehensive coverage of credibility, including the roles that trust, competence, caring, character, and civility play.</p> <p>Index has limited number of entries for ethics, but the book covers the topic more extensively than this would suggest, particularly with the FAIR (Facts, Access, Impacts, Respect) test for evaluating the fairness of business communication efforts.</p>
<p><b>Interpersonal communication</b></p>	<p>Offers two full chapters with in-depth advice on eight vital aspects of interpersonal communication: listening, nonverbal communication, conversational skills, conflict resolution, negotiation, teamwork, collaborative communication, and productive meetings.</p>	<p>Good coverage of the processes of interpersonal communication, conversational skills (including handling difficult conversations), nonverbal communication, teamwork, meetings, and collaborative writing.</p> <p>No listings in the index for conflict resolution or negotiation, although the coverage of difficult conversations touches on these subjects.</p>
<p><b>Mobile communication</b></p>	<p>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; see page 3 for mobile coverage.</p> <p>This coverage is complemented with review and analysis questions on mobile topics, including communication cases that require students to craft messages for mobile devices, more than 30 figures that showcase mobile communication, and highlights of 45 communication-related mobile apps that students can use now and on the job.</p>	<p>Addresses positive habits for mobile phone use and tips for successful text messaging, but the index doesn't indicate any other coverage of writing and designing for mobile users.</p>
<p><b>Presentations</b></p>	<p>Comparisons of structured (template-based) vs. free-form (visual/story-driven) slide designs, and linear (e.g., PowerPoint) vs. nonlinear (e.g., Prezi) organizations</p> <p>Advice on using a key visual to design slides in ways that avoid the mind-numbing effect of text-heavy slides, with multiple examples using actual PowerPoint features</p> <p>Practical advice on using presentation software to create visual reports</p> <p>More than two dozen example slides (real PowerPoint slides) showing various ways to present textual and graphical content</p>	<p>No comparison of structured vs. free-form slide design</p> <p>No examples of using key visuals to design slides</p> <p>Good examples of before/after slide design, although examples tend to emphasize text-heavy approaches</p>

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<b>Business uses of storytelling</b>	Presents storytelling as one of the fundamental ways to organize all types of messages, along with a special feature on writing the “story of you” as a way to visualize a career arc and prepare for the job search process.	According to the index, storytelling is limited to the presentations chapter.
<b>Microblogging (Twitter)</b>	Microblogging is now a mainstream business medium, and writing restricted-length messages is great practice for students. Coverage includes dedicated section on microblogging with tips for effective business tweets, along with numerous examples, questions, and cases.	Mentions Twitter and microblogging on pp. 238 and 255 but doesn’t appear to offer any specific skills guidance or practice opportunities for microblogging.
<b>Intelligent communication technology</b>	To prepare students for the artificial-intelligence (AI) systems they are likely to encounter during their job searches and in the workplace, a new four-page visual feature, “Empowering Communicators with Intelligent Communication Technology,” shows more than a dozen communication uses of AI and eight new highlight boxes look at innovations ranging from augmented writing tools to résumé bots	Index doesn’t suggest any comparable coverage
<b>Communication cases</b>	In addition to review, analysis, and skills practice activities in every chapter, <i>Excellence in Business Communication</i> offers nearly 140 original-writing cases associated with the chapters on digital and social media, brief message types, reports, proposals, and employment communication.	Application Exercises provide approximately 50 writing projects that are roughly equivalent to the Cases in <i>Excellence in Business Communication</i> (meaning they require students to create a new message, document, or presentation, not just answer questions about a case scenario or revise an existing message).
<b>Free multimedia resources</b>	“Learn More” media items connect students with dozens of online media items, including infographics, videos, presentations, podcasts, and articles that provide examples and insights from successful professionals to reinforce learning and extend the chapter material.	Nothing comparable.
<b>Instructor and student resources and support options</b>	<p><a href="#">Business Communication Headline News</a>          Delivers curated ideas and examples, archived by subject. Currently more than 3,000 posts.</p> <p><a href="#">Real-Time Updates</a>          Weekly multimedia content updates tied to specific business communication topics; instructors and students can subscribe chapter-by-chapter. Currently more than 6,000 posts that have attracted 2 million pageviews.</p> <p><a href="#">Bovee &amp; Thill's Business Communication Blog</a>          with teaching tips and techniques, many with slides for classroom use.</p> <p>Instructor communities on <a href="#">Facebook</a> and <a href="#">LinkedIn</a></p> <p><a href="#">Online magazines on Scoop.it</a></p> <p><a href="#">Business Communication Web Search</a></p>	The book’s preface doesn’t appear to mention anything comparable to these resources.

Quick Reference Guide to Leading-Edge Coverage  
in *Excellence in Business Communication*, 13th Edition

**Coverage of Digital, Social, and Mobile Media  
and Intelligent Communication Technology**

(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.)

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Social networking, recommendation requests	303
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Use of Digital, Social, and Mobile Media and  
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(Not including email or presentation slides)

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