



Business Communication Text Comparison

Bovée/Thill
***Business Communication
Today 14e***

Locker/Mackiewicz/Aune/Kienzler
***Business and Administrative
Communication: 12e***

Contemporary media skills

Media and channel choices

Comprehensive review of media and channel choices, with detailed advice for students regarding the pros and cons of each combination of medium and channel

In-depth discussion of the evolving nature of business channels, but doesn't appear to offer students much advice for choosing media or channels for specific situations

Writing for mobile audiences

Extensive hands-on advice throughout, including writing and designing messages for mobile devices and integrating mobile devices in presentations; more than two dozen mobile screenshots and model documents; review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices

Brief mention of using mobile phones for voice calls, but other than information on text messaging, doesn't appear to offer advice on writing or designing for mobile audiences

Chapter sections on mobile include

- The Mobile Revolution
- The Rise of Mobile as a Communication Platform
- How Mobile Technologies Are Changing Business Communication
- Business Etiquette Using Mobile Devices
- The Unique Challenges of Communication on Mobile Devices
- Writing Messages for Mobile Devices
- Designing Messages for Mobile Devices
- Integrating Mobile Devices in Presentations

Compositional modes for digital and social media

Offers writing advice for crafting nine common types of text content found in digital and social media:

Nothing comparable

- Conversations
- Comments and critiques
- Orientations
- Summaries
- Reference materials
- Narratives
- Teasers
- Status updates and announcements
- Tutorials

Business messaging (including IM, text messaging)

Workgroup messaging systems such as Slack are replacing email for millions of professionals; the 14th Edition offers in-depth advice for using this important channel

Brief coverage of business uses of text messaging, but doesn't appear to have in-depth advice for writing effective messages on various platforms; no index entries for workgroup message systems such as Slack

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Contemporary media skills (continued)	<p>Blogging and microblogging (Twitter) Comprehensive coverage of the business applications of blogging and microblogging, with multiple examples and practical advice for both formats; a variety of activities and cases that involve blogging and tweeting give students practice with these important channels</p>	<p>The index doesn't have any entries for blogging, although the chapter on using technology mentions blogs as a type of social media</p> <p>Concise overview of how businesses use Twitter and some basic guidelines for effective tweeting</p>
	<p>Podcasting Solid overview of this growing business format, along with multiple activities and cases for students to develop writing and recording skills</p>	<p>No listings in the index</p>
	<p>Collaborating on wikis Practical advice for collaborating writing via wikis, including tips for editing the work of other writers</p>	<p>Wikis mentioned as collaboration technology but doesn't appear to cover wiki-specific writing or editing skills</p>
Intelligent communication technology	<p>A highlight box theme, "The Future of Communication," gives students a glimpse into fascinating technologies that could reshape business communication in the coming years: the Internet of Things, real-time translation, haptic communication, telepathy, virtual and augmented reality, gestural computing, smart communication bots, and emotion recognition</p>	<p>Nothing comparable listed in index</p>
Before/after model documents	<p>Nearly 80 annotated model documents with 18 annotated before/after pairs that demonstrate step-by-step how each ineffective model can be improved</p>	<p>Roughly half as many annotated model documents and only five before/after pairs (although it offers numerous brief in-column before/after writing samples that demonstrate how to address specific issues)</p>
Résumés	<p>Model résumés based on real-life job openings, showing students how to respond to important clues in job descriptions, how to incorporate key words, and how to adapt résumé content to different opportunities</p>	<p>Nothing comparable</p>
Free multimedia resources	<p><i>Learn More</i> media items integrate the text with online materials and connect students with dozens of carefully screened and selected online media, including infographics, videos, presentations, podcasts, and articles that provide examples and insights from successful professionals to reinforce learning and extend the chapter material</p>	<p>Nothing comparable</p>
Instructor and student resources and support options	<p>Business Communication Headline News Delivers curated ideas and examples, archived by subject. Currently more than 3,000 posts.</p> <p>Real-Time Updates 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>Bovée & Thill's Business Communication Blog with teaching tips and techniques, many with slides for classroom use.</p> <p>Instructor communities on Facebook and LinkedIn</p> <p>Online magazines on Scoop.it</p> <p>Business Communication Web Search</p>	<p>Preface doesn't indicate any comparable resources</p>

Quick Reference Guide to Leading-Edge Coverage in *Business Communication Today*, 14th 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	477
Blogging and microblogging	214–220
Collaboration technologies	43–46
Community Q&A websites	214
Compositional modes for digital media	183–185
Content curation	213–214
Creating content for social media	212
Data visualization	242–244
Digital, social, and mobile media options	182–183
Email	186–189
Infographics	246
Instant messaging, text messaging, and workgroup messaging	190–192
Interview media	554–555
Meeting technologies	50–51
Mobile devices in presentations	498
Mobile etiquette	60
Mobile media	16–18, 108–109
Online and social media résumés	534–535
Online etiquette	59–60
Podcasting	196–197
Social communication model	15–16
Social networking	207–212
User-generated content	213
Web writing	195–197
Wikis	221
Writing and designing messages for mobile devices	22–25, 169
Writing persuasive messages for mobile media	346
Writing persuasive messages for social media	344–346

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

(Not including email, IM, or presentation slides)

Title	Number	Page
The Social Communication Model	1.7	15
Mobile Communication Tools	1.8	16
Wearable Technology	1.9	17
Mobile Communication: Opportunities and Challenges	1.10	19
Unethical Communication	1.11	27
Ethical Communication	1.12	28
Powerful Tools for Communicating Effectively	Feature	22–25
Shared Online Workspaces	2.2	44
Collaboration on Mobile Devices	2.3	45
Capturing Key Decisions and Discoveries from a Meeting	2.5	49
Virtual Meetings	2.6	50
Telepresence	2.7	51
Mobile Language Tools	3.3	83
Writing for Multilingual Audiences	3.5	88
Using Audience Analysis to Plan a Message	4.2	101
Media and Channel Choices: Written + Digital	4.4	107
Mind Mapping	4.5	114
Business Communicators Innovating with Mobile	Feature	110–111
Fostering a Positive Relationship with an Audience	5.1	127
Building Credibility	5.2	131
Plain Language at Creative Commons	5.3	135
Making Effective Word and Phrase Choices	5.4	137
Writing for Mobile Devices	5.6	145
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Designing for Mobile Devices	6.4	168
Compositional Modes: Status Updates and Announcements	7.1	185
Augmented Reality	7.2	186
Reader-Friendly Web Design	7.5	194
Writing for the Web	7.6	195
Mobile Podcasting	7.7	197
Community Building via Social Media	8.1	207
Business Applications of Blogging	8.2	217
Business Applications of Microblogging	8.3	219
Business Communicators Innovating with Social Media	Feature	210–211
Data Visualization	9.10	244
Geographic Information Systems	9.12	245
Infographics	9.13	247
Visual Displays on Mobile Devices	9.14	250
Framing Your Shots: Finding the Right Range	9.16	253
Framing Your Shots: Finding the Right Balance	9.17	254
Announcing Good News	10.6	278
Goodwill Messages	10.7	279
Internal Message Providing Bad News About Company Operations	11.6	310
Appealing to Audience Needs	12.1	331
Promotional Messages in Social Media	12.6	345
Executive Dashboards	14.3	393
Executive Summary	15.2	425
Nonlinear Presentations	16.3	465
Using Mobile Devices in Presentations	17.6	499
Mobile Job-Search Tools	18.2	519
Job Task Simulations	19.4	555
Interview Simulators	19.5	560