



Business Communication Text Comparison

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

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 30 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

Compositional modes for digital and social media

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

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

Nothing comparable

Business messaging (including IM, text messaging)

Workgroup messaging systems such as Slack are replacing email for millions of professionals; the 13th 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

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 blog writing and tweeting give students practice with these important channels

The index doesn't have any entries for blogging, although the chapter on using technology mentions blogs as a type of social media

Concise overview of how businesses use Twitter and some basic guidelines for effective tweeting

Podcasting

Solid overview of this growing business format, along with multiple activities and cases for students to develop writing and recording skills

No listings in the index

Collaborating on wikis

Practical advice for collaborating writing via wikis, including tips for editing the work of other writers

Wikis mentioned as collaboration technology but doesn't appear to cover wiki-specific writing or editing skills

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Interpersonal communication	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.	Comparable coverage of collaborative writing, conflict resolution, nonverbal communication, productive meetings, and teamwork; brief coverage of active listening in the context of team conflict; index doesn't have any listings related to conversation or negotiation
Intelligent communication technology	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	Nothing comparable listed in index
Authentic personal branding	Students often hear they should develop a personal brand, but the process can seem confusing or artificial; the 13th Edition presents step-by-step advice for crafting and using an authentic personal brand statement	Explains the concept of personal branding in the context of social media, but doesn't appear to offer any advice to students regarding how to build a personal brand
Before/after model documents	More than 70 annotated model documents with 20 annotated before/after pairs that demonstrate step-by-step how each ineffective model can be improved	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)
Résumés	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	Nothing comparable
LinkedIn profiles	Two pages of detailed advice for creating a compelling profile	Brief overview of LinkedIn but no advice for building a compelling LinkedIn profile
Free multimedia resources	<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	Nothing comparable
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>Bovee & 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>	Preface doesn't indicate any comparable 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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(Not including email or presentation slides)

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