



Business Communication Text Comparison

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

Newman
***Business Communication:
 In Person, In Print, Online 10e***

Contemporary media skills

Media and channel choices

Comprehensive review of media and channel choices, with pros and cons of each combination of medium and channel; unique discussion of the nine compositional modes needed for success in digital and social media

Good overview of media/channel options and advice for engaging customers and employees online

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

Page 14 mentions that mobile technologies are available for communication, but according to the index, this is the only coverage of mobile communication

- Key sections on mobile include
- Mobile Device Etiquette
- The Unique Challenges of Communication on Mobile Devices
- Writing Messages for Mobile Devices
- Designing Messages for Mobile Devices
- Integrating Mobile Devices in Presentations

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

Good advice on text messaging and instant messaging; index doesn't suggest any coverage of workgroup messaging 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 (pp. 236–241); a variety of activities and cases that involve blog writing and tweeting give students practice with these important channels

Blogging coverage limited by comparison (pp. 117–118)

Good overview of how businesses use Twitter, but doesn't appear to offer specific advice on how to write effective business tweets

Email

Offers detailed advice on crafting compelling email subject lines and up-to-date advice on using emoticons and emojis in digital media

Concise and useful advice on writing email messages (Figures 10 and 11 on pp. 114–115), but no advice on using emoticons/emojis and comparatively less advice on writing compelling subject lines

Podcasting

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

Podcasts mentioned as useful communication channel

Interpersonal communication

Offers two full chapters with in-depth advice on eight vital aspects of interpersonal communication: listening, nonverbal communication, conversational skills, conflict management, negotiation, teamwork, collaborative communication, and productive meetings

Dedicates one chapter to interpersonal communication; good coverage of listening, nonverbal communication, teamwork, and meetings; index doesn't list any entries for conversational skills (although it is addressed as part of listening) or negotiation

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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
Professionalism	Chapter 1 introduces a six-part model of professionalism, emphasizing the communication aspects of excellence, dependability, teamwork, respect, enthusiasm, and ethical decision making; "The Art of Professionalism" highlight boxes explore specific elements in more detail	Nothing directly comparable, although aspects of professionalism are discussed
Storytelling/narrative technique	Today's businesses recognize the power of storytelling; the 13th Edition teaches narrative technique as a way to organize documents, presentations, and even career planning	No coverage listed in the index
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
Apply Your Skills Now highlight boxes	Highlight boxes that help students apply their newly developing communication skills in other classes and in their personal lives	Nothing directly comparable
Build Your Career cumulative activity	A new activity in every chapter that helps students create their employment-communication packages one step at a time, so they're ready to apply for jobs by the end of the course	Nothing directly comparable
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 within the text, but some materials are available on the author's blog (see next item)
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>	Author's blog (www.amynewman.com) offers original commentary on communication-related news items and company examples, sorted by chapter.

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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AI-assisted recruiting and job interviews	529
Augmented writing apps	171
Backchannel in presentations	469
Benefits and challenges of communication technology	15
Blind auditions in job interviews	534
Blogging	236
Business messaging (IM, text messaging, workgroup messaging)	233
Collaboration technologies	75
Communication bots	77, 234
Community Q&A websites	224
Compositional modes for digital media	220
Content curation	223
Data visualization	408
Digital channels for business communication	219
Email	229
Emojis in digital media	221
Infographics	411
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Linear versus nonlinear presentations	449
LinkedIn profiles	507
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Mobile business communication	16
Mobile devices in presentations	462
Mobile device etiquette	89
Mobile media, challenges of using	136
Mobile media, writing messages for	177
Mobile media, designing messages for	204
Online etiquette	87
Online research	368
Persuasive messages for social media	338
Persuasive messages for mobile devices	339
Podcasting	242
Presentation slides	456
Real-time translation	117
Résumé bots	497
Social communication model	14
Social networking in business, overview	223
Social networking, communication strategies	225
Social networking, recommendation requests	303
Storytelling using AI	147
Text mining	368
User-generated content	223
Virtual meetings	83
Virtual teamwork	72
Web writing	375, 401
Wikis	402
Workgroup communication systems	16

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

(Not including email or presentation slides)

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Capturing Key Decisions and Discoveries from a Meeting	3.8	83
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Using Audience Analysis to Plan a Message	5.2	130
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Business Applications of Microblogging	8.7	241
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Appealing to Audience Needs	11.1	324
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