



# 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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<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	Nothing comparable listed in index
<b>Professionalism</b>	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
<b>Storytelling/narrative technique</b>	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
<b>Résumés</b>	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
<b>Apply Your Skills Now highlight boxes</b>	Highlight boxes that help students apply their newly developing communication skills in other classes and in their personal lives	Nothing directly comparable
<b>Build Your Career cumulative activity</b>	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
<b>Free multimedia resources</b>	<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)
<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>	Author's blog ( <a href="http://www.amynewman.com">www.amynewman.com</a> ) 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.)

Topic	Page
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
Intelligent communication technology (overview)	18
Interview media	531
Linear versus nonlinear presentations	449
LinkedIn profiles	507
Microblogging (Twitter)	240
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)

Title	Number	Page
Affective computing (photo)		2
The Social Communication Model	1.7	14
Mobile Communication Tools	1.8	17
Empowering Communicators with Intelligent Communication Technology	Feature	20
Unethical Communication	1.9	25
Ethical Communication	1.10	26
Shared Online Workspaces	3.3	76
Social Intranets	3.4	76
Capturing Key Decisions and Discoveries from a Meeting	3.8	83
Virtual Meetings	3.9	84
Mobile Language Tools	4.3	111
Using Audience Analysis to Plan a Message	5.2	130
Media and Channel Choices	5.4	137
Business Communicators Innovating with Mobile	Feature	138
Mind Mapping	5.5	142
Fostering a Positive Relationship with an Audience	6.1	158
Building Credibility	6.2	162
Choosing Powerful Words	6.3	168
Writing for Mobile Devices	6.5	178
Readability in Digital Communication	7.3	200
Designing Messages for Mobile Devices	7.6	205
Compositional Modes: Summaries	8.1	221
Compositional Modes: Tutorials and FAQs	8.2	222
Business Communicators Innovating with Social Media	Feature	226
Workgroup Messaging	8.4	235
Business Text Messaging	8.5	235
Business Applications of Blogging	8.6	238
Business Applications of Microblogging	8.7	241
Podcasting Tools	8.8	243
Announcing Good News	9.6	270
Internal Message Providing Bad News About Company Operations	10.6	300
Appealing to Audience Needs	11.1	324
Promotional Messages in Social Media	11.6	339
Dashboards	12.3	359
Organizing Website Content	12.8	375
Writing and Designing for the Web	13.2	402
Data Visualization	13.9	410
Infographics	13.11	412
Visual Displays on Mobile Devices	13.12	414
Nonlinear Presentations	14.2	450
Visual Reports Using Presentation Software	14.8	463
Using Mobile Devices in Presentations	14.9	463
Mobile Job Search Tools	15.2	489
Quick Tips for a Compelling LinkedIn Profile	15.7	508
Effective LinkedIn Profile	15.8	509
Job Task Simulations	16.4	532
Interview Simulators	16.5	539