



# Business Communication Text Comparison

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

Rentz/Lentz  
***Business Communication:  
 A Problem-Solving Approach 1e***

## 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

Indicates that channel choice is important but doesn't appear to offer much advice on how to choose media/channels

### 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

Covers text messaging, but the index doesn't indicate any advice on crafting effective written messages such as email for mobile readers.

### Business applications of social networking

Comprehensive insights and advice for using social media, including an overview of the social communication model, the nine compositional modes for writing digital and social media content, and communication strategies for business social networking, supported by more than a dozen social media figures and a dozen social media cases

Descriptive overview of various social media platforms, but limited advice for students on crafting social media content.

### 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.

Basic 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.

Brief list of benefits of business blogging, with only a sentence or two of practical advice for writing business blogs; one paragraph of advice on using Twitter

### Email

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

Good overview of email elements, emoticons, and levels of formality, but only cursory mention of the all-important email subject line

### Podcasting

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

Podcasts are not mentioned in the index, other than for citing podcasts as sources

### Presentations

In-depth discussion of linear (e.g., PowerPoint) vs. nonlinear (e.g., Prezi) organizational models, advice on choosing structured vs. free-form slides, numerous attractive slide examples, tips on using digital media *backchannels*, and numerous attractive sample slides

Good coverage of presentation contexts and strategies; basic information on slide design, but no advice on choosing linear vs. nonlinear organization or structured vs. free-form design

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<b>Interpersonal communication</b>	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.	Addresses the same set of topics, with comparable coverage of nonverbal communication and collaborative writing but less coverage of the other six areas.
<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>Authentic personal branding</b>	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	No mention in the index and no comparable coverage in the job search chapter
<b>Model documents</b>	More than 70 annotated model documents; 20 annotated before/after pairs that show students specific ways to improve messages and documents.	36 annotated model documents (this includes the Annotated Example features as well as regular figures later in the book); one before/after pair (pgs. 582–583)
<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>LinkedIn profiles</b>	Two pages of detailed advice for creating a compelling profile	One highlight box
<b>Employment interviews</b>	Devotes 16 pages to interviewing, with in-depth coverage of the interview process and practical advice for succeeding with phone, video, and AI-enabled interviews	Devotes 4 pages to interviewing from the candidate's perspective
<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 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.)

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