



Business Communication Text Comparison

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

Shwom/Snyder
Business Communication 4e

Contemporary media skills

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

Good highlight box on composing email messages for mobile devices; index lists a few other mentions of mobile communication; some examples of model messages

Chapter 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

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

Offers good tips for creating content for specific platforms such as Facebook and Instagram, but doesn't appear to offer anything comparable to the nine composition modes in *Excellence in Business Communication*

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, in addition to conventional text and instant messaging

Offers a concise overview of text messaging/instant messaging and mentions Slack

Email

As part of in-depth coverage of writing effective email messages, offers detailed advice on crafting compelling email subject lines and up-to-date advice on using emoticons and emojis in digital media

Email-specific writing is covered in a brief section and a helpful annotated example; emoticons are mentioned in a discussion of cultural differences in perception, but the index doesn't suggest any advice that will help students decide whether and when to use them

Web and wiki writing

Skills-based advice for planning and writing website content and contributing to wikis

Brief coverage of advantages and disadvantages of the web as a medium, but index doesn't suggest any coverage of the steps needed to organize and compose effective web content; no specific advice about using wikis

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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 management, negotiation, teamwork, collaborative communication, and productive meetings.	Addresses the same set of topics, with comparable coverage of conflict resolution, listening, and nonverbal communication but comparatively less coverage of collaborative writing, conversational skills, and meetings; based on the index, doesn't appear to cover 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	Index doesn't suggest any comparable coverage
Professional etiquette	Offers contemporary, practical advice for meeting professional expectations of etiquette in five key areas: in the workplace, in social settings in which they are representing their firms, while online, while using the telephone, and while using mobile devices	Index doesn't appear to have any listings for <i>etiquette</i> , for related general terms such as <i>courtesy</i> and <i>manners</i> , or for context-specific terms such as <i>online etiquette</i> or <i>telephone etiquette</i>
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 (covers storyboarding for presentation planning but not storytelling as a message organization model)
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
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>	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