



# Business Communication Text Comparison

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

Guffey/Loewy  
***Business Communication:  
 Process & Product 9e***

## 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 (pgs. 134–140)

Emphasizes the importance of media/channel choices and offers a helpful guide to rich vs. lean media (Figure 4.5), but doesn't provide the same level of advice to help students decide which media/channel option is best for various communication scenarios

### 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

Passing mention within a descriptive overview of virtual offices and two paragraphs about mobile devices as part of the technology photo feature in Chapter 1; according to the index, there is no other coverage of mobile communication

### 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

Social media coverage emphasizes how companies use various social platforms but offers less hands-on writing advice for students, fewer examples, and fewer practice activities

### 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.

Less coverage of strategies and tactics for both blogging and microblogging; fewer examples and fewer student activities

### Email

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

Good coverage of email in general, although significantly less coverage of email subject lines and no advice for using emoticons and emojis

### 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

Basic discussion of color, visuals, and text for slides; no discussion of the drawbacks of nonlinear (Prezi style) presentations, no comparison of structured vs. free-form slide design

## 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.

Roughly comparable coverage of listening, nonverbal communication, meetings, and teamwork; significantly less coverage of conflict resolution and appears not to address conversational skills (apart from 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>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 employment communication chapters
<b>Before/after model documents</b>	20 annotated before/after pairs that show students specific ways to improve messages and documents.	8 pairs
<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>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 blog site (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 blog site, BizComBuzz, with original material including discussion points, featured articles, business communication news items, case studies with critical thinking questions, and classroom exercises

## 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