



Business Communication Text Comparison

Bovée/Thill
***Business Communication
 Essentials 8e***

Guffey/Loewy
***Essentials of Business
 Communication 11e***

Mobile communication

Just as Bovée and Thill pioneered coverage of social media, they now lead the market with up-to-the-minute coverage of mobile business communication and the need to rethink one's approach to writing for mobile audiences. In dedicated mobile sections throughout the text, students get key insights and hands-on advice for creating effective messages for mobile readers:

- The Mobile Revolution
- The Rise of Mobile as a Business Communication Platform
- How Mobile Technologies Are Changing Business Communication
- Collaboration via Mobile Devices
- Mobile Device Etiquette
- The Unique Challenges of Communication on Mobile Devices
- Business Communicators Innovating with Mobile (visual feature)
- Writing Messages for Mobile Devices
- Designing Messages for Mobile Devices
- Optimizing Content for Mobile Devices
- Creating Promotional Messages for Mobile Devices
- Integrating Mobile Devices in Presentations

This coverage is complemented with review and analysis questions on mobile topics, communication cases that require students to craft messages for mobile devices, more than two dozen figures that showcase mobile communication, and pointers to a wide variety of communication apps that students can use now and on the job.

Despite the new title of Chapter 1 (“Succeeding in the Social and Mobile Workplace”), this book still offers very little coverage of mobile communication, with only a few brief mentions of the use of mobile devices in the workplace. According to the index, it provides no advice on writing or formatting messages for mobile readers.

Social media advice and examples

More than 20 examples and annotated model documents (please see tables on page 3 of this document for social media coverage and examples); extensive writing advice for blogging, microblogging (Twitter), and social networking

Unique section on the nine compositional modes needed to successfully use digital and social media

Good overviews of business applications of the major social media categories

The featured blog example (Figure 5.9) isn't really a blog in the usual sense (it has no text other than some lists of product ideas), so it doesn't provide students with any writing guidance specific to blogging

Before/after model documents

14 annotated before/after pairs that show students how to improve messages and documents; in this edition, the annotations for most of these have been extensively revised with keyed references to help students see the specific differences between ineffective and effective writing

9 pairs

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|---|---|--|
| Contemporary and emerging communication technologies | Highlights dozens of technologies that play a role in contemporary business communication, illustrates tech usage with engaging pictorial features (Chapters 1, 3, and 6), and gives students a look ahead with new "Future of Communication" sections in every chapter, exploring such advances as the Internet of Things, real-time translation, telepathy, haptic communication, virtual and augmented reality, gestural computing, smart bots, emotion recognition, and holograms. | Covers most of the common technologies now in widespread use, but doesn't address emerging systems that incorporate artificial intelligence and other new technologies |
| Storytelling/narrative technique | Today's businesses recognize the power of storytelling; the 8th 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 and how to adapt their résumé content to different opportunities; a new application message (Figure 14.3) coordinates with one of the résumés to show how to pair an application message with a résumé | Good selection of model résumés, but they don't appear to be based on real, specific job openings and don't show how an applicant can adapt his or her résumé to different opportunities |
| Presentation visuals | <p>Nine pages on slide design offer practical, hands-on advice to help students make more effective visuals:</p> <ul style="list-style-type: none"> • Comparison of linear (conventional slides) vs. nonlinear (Prezi style) presentations, highlighting the strengths and limitations of both • 26 professional-quality example slides using real PowerPoint features, showing multiple ways to present textual and graphical content • Advice on using a key visual to design slides • Advice on using presentation software to create visual reports | Approximately five pages with roughly half as many examples |
| Free multimedia resources | Real-Time Updates Learn More media items integrate the text with online materials and connect students with dozens of online media elements, including infographics, videos, presentations, podcasts, and articles with examples and insights 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> | 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 *Business Communication Essentials*, 8th Edition

Coverage of Digital, Social, and Mobile Media

(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 |
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| Backchannel in presentations | 349 |
| Blogging and microblogging | 150 |
| Collaboration technologies | 40 |
| Community Q&A websites | 143 |
| Compositional modes for digital media | 136 |
| Content curation | 143 |
| Creating content for social media | 141 |
| Data visualization | 291 |
| Digital, social, and mobile media options | 68 |
| Email | 143 |
| Infographics | 294 |
| Instant messaging, text messaging, and workgroup messaging | 148 |
| Interview media | 403 |
| Meeting technologies | 46 |
| Mobile devices in presentations | 344 |
| Mobile etiquette | 52 |
| Mobile media | 12, 72 |
| Online résumés, LinkedIn | 381, 382 |
| Online etiquette | 52 |
| Podcasting | 155 |
| Social communication model | 10 |
| Social networking | 140 |
| User-generated content | 142 |
| Web writing | 262, 286 |
| Wikis | 287 |
| Writing and designing messages for mobile devices | 103, 124 |
| Writing persuasive messages for mobile media | 236 |
| Writing persuasive messages for social media | 235 |

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

(Not including email, IM, or presentation slides)

| Title | Number | Page |
|--|---------|---------|
| The Social Communication Model | 1.5 | 11 |
| Wearable Technology | 1.6 | 12 |
| Mobile Communication Tools | 1.7 | 14 |
| Powerful Tools for Communicating Effectively | Feature | 24–27 |
| Shared Online Workspaces | 2.1 | 41 |
| Collaboration on Mobile Devices | 2.2 | 42 |
| Capturing Key Decisions and Discoveries from a Meeting | 2.4 | 45 |
| Virtual Meetings | 2.5 | 46 |
| Using Audience Analysis to Plan a Message | 3.2 | 66 |
| Media and Channel Choices: Written + Digital | 3.4 | 71 |
| Business Communicators Innovating with Mobile | Feature | 74–75 |
| Mind Mapping (PC and mobile) | 3.5 | 76 |
| Fostering a Positive Relationship with an Audience | 4.1 | 89 |
| Building Credibility | 4.2 | 92 |
| Plain Language at Creative Commons | 4.3 | 95 |
| Choosing Powerful Words | 4.4 | 97 |
| Writing for Mobile Devices | 4.6 | 105 |
| Readability Decisions for Digital Communication | 5.3 | 122 |
| Designing for Mobile Devices | 5.4 | 125 |
| Compositional Modes: Status Updates and Announcements | 6.1 | 138 |
| Augmented Reality | 6.2 | 139 |
| Business Communicators Innovating with Social Media | Feature | 144–145 |
| Business Applications of Blogging | 6.5 | 152 |
| Business Applications of Microblogging | 6.6 | 155 |
| Mobile Podcasting Tools | 6.7 | 156 |
| Announcing Good News | 7.6 | 178 |
| Goodwill Messages | 7.7 | 179 |
| Internal Message Providing Bad News About Company Operations | 8.7 | 208 |
| Appealing to Audience Needs | 9.1 | 223 |
| Persuasive Messages in Social Media | 9.6 | 236 |
| Executive Dashboards | 10.3 | 253 |
| Organizing Website Content | 10.6 | 262 |
| Writing and Designing for the Web | 11.2 | 287 |
| Data Visualization | 11.8 | 293 |
| Infographics | 11.11 | 296 |
| Visual Displays on Mobile Devices | 11.12 | 297 |
| Visual Reports Using Presentation Software | 12.8 | 343 |
| Using Mobile Devices in Presentations | 12.9 | 344 |
| Mobile Job-Search Tools | 13.2 | 365 |
| Job Task Simulations | 14.4 | 403 |
| Interview Simulators | 14.5 | 409 |