



# Business Communication Text Comparison

Bovée/Thill  
***Business Communication  
 Today 14e***

Locker/Mackiewicz/Aune/Kienzler  
***Business and Administrative  
 Communication: 12e***

## 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

In-depth discussion of the evolving nature of business channels, but doesn't appear to offer students much advice for choosing media or channels for specific situations

### 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 two dozen mobile screenshots and model documents; review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices

Brief mention of using mobile phones for voice calls, but other than information on text messaging, doesn't appear to offer advice on writing or designing for mobile audiences

Chapter sections on mobile include

- The Mobile Revolution
- The Rise of Mobile as a Communication Platform
- How Mobile Technologies Are Changing Business Communication
- Business Etiquette Using Mobile Devices
- 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:

Nothing comparable

- Conversations
- Comments and critiques
- Orientations
- Summaries
- Reference materials
- Narratives
- Teasers
- Status updates and announcements
- Tutorials

### Business messaging (including IM, text messaging)

Workgroup messaging systems such as Slack are replacing email for millions of professionals; the 14th Edition offers in-depth advice for using this important channel

Brief coverage of business uses of text messaging, but doesn't appear to have in-depth advice for writing effective messages on various platforms; no index entries for workgroup message systems such as Slack

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**Contemporary  
 media skills  
 (continued)**

**Blogging and microblogging (Twitter)**

Comprehensive coverage of the business applications of blogging and microblogging, with multiple examples and practical advice for both formats; a variety of activities and cases that involve blogging and tweeting give students practice with these important channels

The index doesn't have any entries for blogging, although the chapter on using technology mentions blogs as a type of social media

Concise overview of how businesses use Twitter and some basic guidelines for effective tweeting

**Podcasting**

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

No listings in the index

**Collaborating on wikis**

Practical advice for collaborating writing via wikis, including tips for editing the work of other writers

Wikis mentioned as collaboration technology but doesn't appear to cover wiki-specific writing or editing skills

**Intelligent  
 communication  
 technology**

A highlight box theme, "The Future of Communication," gives students a glimpse into fascinating technologies that could reshape business communication in the coming years: the Internet of Things, real-time translation, haptic communication, telepathy, virtual and augmented reality, gestural computing, smart communication bots, and emotion recognition

Nothing comparable listed in index

**Before/after  
 model documents**

Nearly 80 annotated model documents with 18 annotated before/after pairs that demonstrate step-by-step how each ineffective model can be improved

Roughly half as many annotated model documents and only five before/after pairs (although it offers numerous brief in-column before/after writing samples that demonstrate how to address specific issues)

**Résumés**

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

**Free multimedia  
 resources**

*Learn More* 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**

[Business Communication Headline News](#)

Delivers curated ideas and examples, archived by subject. Currently more than 3,000 posts.

[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.

[Bovee & Thill's Business Communication Blog](#)

with teaching tips and techniques, many with slides for classroom use.

Instructor communities on [Facebook](#) and [LinkedIn](#)

[Online magazines on Scoop.it](#)

[Business Communication Web Search](#)

Preface doesn't indicate any comparable resources

## Quick Reference Guide to Leading-Edge Coverage in *Business Communication Today*, 14th 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              |
|--|-------------------|
| Backchannel in presentations                               | 477               |
| Blogging and microblogging                                 | 214–220           |
| Collaboration technologies                                 | 43–46             |
| Community Q&A websites                                     | 214               |
| Compositional modes for digital media                      | 183–185           |
| Content curation   | 213–214           |
| Creating content for social media                          | 212               |
| Data visualization   | 242–244           |
| Digital, social, and mobile media options                  | 182–183           |
| Email  | 186–189           |
| Infographics   | 246               |
| Instant messaging, text messaging, and workgroup messaging | 190–192           |
| Interview media  | 554–555           |
| Meeting technologies                                       | 50–51             |
| Mobile devices in presentations                            | 498               |
| Mobile etiquette   | 60                |
| Mobile media   | 16–18,<br>108–109 |
| Online and social media résumés                            | 534–535           |
| Online etiquette   | 59–60             |
| Podcasting   | 196–197           |
| Social communication model                                 | 15–16             |
| Social networking  | 207–212           |
| User-generated content                                     | 213               |
| Web writing  | 195–197           |
| Wikis  | 221               |
| Writing and designing messages for mobile devices          | 22–25, 169        |
| Writing persuasive messages for mobile media               | 346               |
| Writing persuasive messages for social media               | 344–346           |

### 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                               | 1.7     | 15      |
| Mobile Communication Tools                                   | 1.8     | 16      |
| Wearable Technology  | 1.9     | 17      |
| Mobile Communication: Opportunities and Challenges           | 1.10    | 19      |
| Unethical Communication                                      | 1.11    | 27      |
| Ethical Communication  | 1.12    | 28      |
| Powerful Tools for Communicating Effectively                 | Feature | 22–25   |
| Shared Online Workspaces                                     | 2.2     | 44      |
| Collaboration on Mobile Devices                              | 2.3     | 45      |
| Capturing Key Decisions and Discoveries from a Meeting       | 2.5     | 49      |
| Virtual Meetings   | 2.6     | 50      |
| Telepresence   | 2.7     | 51      |
| Mobile Language Tools  | 3.3     | 83      |
| Writing for Multilingual Audiences                           | 3.5     | 88      |
| Using Audience Analysis to Plan a Message                    | 4.2     | 101     |
| Media and Channel Choices: Written + Digital                 | 4.4     | 107     |
| Mind Mapping   | 4.5     | 114     |
| Business Communicators Innovating with Mobile                | Feature | 110–111 |
| Fostering a Positive Relationship with an Audience           | 5.1     | 127     |
| Building Credibility   | 5.2     | 131     |
| Plain Language at Creative Commons                           | 5.3     | 135     |
| Making Effective Word and Phrase Choices                     | 5.4     | 137     |
| Writing for Mobile Devices                                   | 5.6     | 145     |
| Designing for Readability                                    | 6.3     | 165     |
| Designing for Mobile Devices                                 | 6.4     | 168     |
| Compositional Modes: Status Updates and Announcements        | 7.1     | 185     |
| Augmented Reality  | 7.2     | 186     |
| Reader-Friendly Web Design                                   | 7.5     | 194     |
| Writing for the Web  | 7.6     | 195     |
| Mobile Podcasting  | 7.7     | 197     |
| Community Building via Social Media                          | 8.1     | 207     |
| Business Applications of Blogging                            | 8.2     | 217     |
| Business Applications of Microblogging                       | 8.3     | 219     |
| Business Communicators Innovating with Social Media          | Feature | 210–211 |
| Data Visualization   | 9.10    | 244     |
| Geographic Information Systems                               | 9.12    | 245     |
| Infographics   | 9.13    | 247     |
| Visual Displays on Mobile Devices                            | 9.14    | 250     |
| Framing Your Shots: Finding the Right Range                  | 9.16    | 253     |
| Framing Your Shots: Finding the Right Balance                | 9.17    | 254     |
| Announcing Good News   | 10.6    | 278     |
| Goodwill Messages  | 10.7    | 279     |
| Internal Message Providing Bad News About Company Operations | 11.6    | 310     |
| Appealing to Audience Needs                                  | 12.1    | 331     |
| Promotional Messages in Social Media                         | 12.6    | 345     |
| Executive Dashboards   | 14.3    | 393     |
| Executive Summary  | 15.2    | 425     |
| Nonlinear Presentations                                      | 16.3    | 465     |
| Using Mobile Devices in Presentations                        | 17.6    | 499     |
| Mobile Job-Search Tools                                      | 18.2    | 519     |
| Job Task Simulations   | 19.4    | 555     |
| Interview Simulators   | 19.5    | 560     |