

BOVÉE AND THILL

TO SUGGEST THAT BOVÉE AND THILL HAVE CREATED BETTER TEXTBOOKS THAN ANYONE ELSE TAKES INCREDIBLE NERVE, OR, IN THIS CASE, INCREDIBLE TEXTBOOKS!

Bovée and Thill have led the business communication field for more than 30 years with innovative, high-quality textbooks that have consistently been on the leading edge.

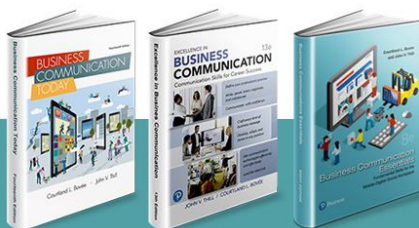
THEY WERE THE FIRST AUTHORS TO

- Cover digital media
- Cover social media
- Provide groundbreaking coverage of mobile communication integrated throughout their texts that, according to *Mobile Commerce*, "makes all other business communication textbooks obsolete."
- Cover essential communication technologies as they went mainstream in the business world, such as email, blogs, microblogs (Twitter), data visualization, e-portfolios, infographics, text messaging, and virtual meetings
- Cover communication in a diverse world and recognize the importance of diversity in textbook photographs and exhibits
- Cover developing presentations in a social media environment
- Cover enhancing presentations with slides
- Discuss and show pictures of real companies and to include a Company Index
- Write chapter-opening vignettes to help students see how real professionals use chapter concepts and skills
- Write about real companies in exercises and cases
- Include cases that involve the full range of contemporary business media, from blog posts to text messaging
- Cover digital video as a major business communication medium
- Create the name and concept for "Letters for Analysis"
- Create the name and concept for "Document Makeovers"
- Receive an Award for Excellence from the Textbook Authors Association for a business communication textbook
- Have a business communication blog
- Offer a business communication news service, Business Communication Headline News, for adopters and their students
- Provide Real-Time Updates, a web-based service featuring the latest articles, videos, PowerPoints, infographics, websites, and podcasts to adopters and their students, categorized by the chapters in Bovée & Thill's textbooks
- Offer online magazines, 10 in all, each one dedicated to an important business communication topic along with a weekly newsletter of the most popular articles
- Offer a Business Communication Pictorial Gallery on Pinterest
- Have a business communication channel on YouTube
- Host a Teaching Business Communication group on LinkedIn and on Facebook (with a combined membership of over 4,600 instructors)
- Be on Twitter as business communication authors
- Offer dozens of business communication slide programs that they've created (available on SlideShare)
- Email a video newsletter several times each semester
- Be recognized for their contributions to the field of business education by the Governor of Massachusetts and the Boston Red Sox



If imitation is the sincerest form of flattery, then Bovée and Thill should be proud, because they're the most imitated authors in the field. Their texts set the standard by which other textbooks in the field are judged.

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JOHN THILL and COURTLAND BOVÉE (right)
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BOVÉE AND THILL

The first and only authors to cover the emergence of artificial intelligence and intelligent technologies that are revolutionizing business communication
First-Rate Quality • First-Class Authorship • First-Hand Experience

Bovée and Thill have the most extensive collection of free resources for instructors and students in the history of business communication publishing. You can see the full list at <http://blog.businesscommunicationnetwork.com/resources>