

Thill and Bovée

Excellence in Business Communication, 13th Edition

- ✓ MORE VALUE FOR STUDENTS
- ✓ MORE COVERAGE OF VITAL TOPICS
- ✓ MORE INNOVATION

More Valuable Than Ever with New Student-Focused Features

- Build Your Career activities help students build their employment-communication packages throughout the course.
- Apply Your Skills Now highlight boxes help students apply their newly developing communication skills in other classes and in their personal lives.
- Real-world simulations put students in professional roles and give them the opportunity to apply course concepts and develop decision-making skills through real-world business challenges.



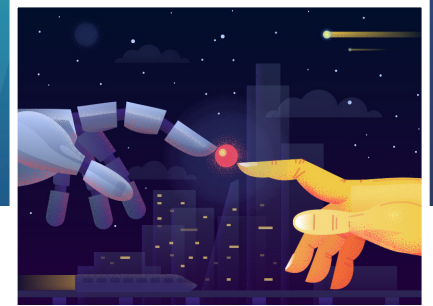
Double the Coverage of Interpersonal Communication

Now with two chapters devoted to these nine important areas:

- Listening skills
- Nonverbal communication
- Conversational skills
- Conflict resolution
- Negotiation skills
- Teamwork
- Collaborative communication
- Meeting skills
- Business etiquette

“Are your students ready for the AI-enhanced communication systems they are likely to encounter when they submit résumés, interview for jobs, and enter the workforce? Artificial intelligence is sweeping through business, and our latest edition highlights more than a dozen ways that AI is already being used in business communication.”

JOHN THILL and COURTLAND BOVÉE (right)



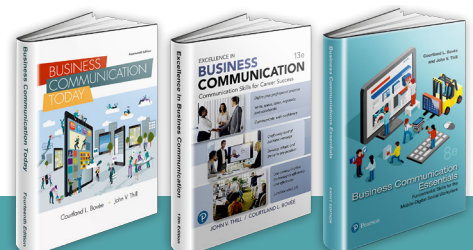
The Only Text That Covers *Intelligent Communication Technology*

The digital transformation sweeping through business is creating a host of new communication tools and techniques that students will encounter during their job searches and in the workplace.

A new four-page, magazine-style feature, “Empowering Communicators with Intelligent Communication Technology,” shows 15 applications of artificial intelligence and smart technology.

Highlight boxes take a close look at these innovations:

- Taskbots and virtual teammates
- Real-time voice translation
- Automated storytelling
- Augmented writing tools
- Chatbots
- Text mining
- Résumé bots
- AI-assisted recruiting and interviewing
- Blind auditions



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