

Bovée and Thill

Business Communication Today, 15th Edition

- ✓ MORE STUDENT-ORIENTED FEATURES
- ✓ MORE REAL COMPANIES
- ✓ MORE LEADING-EDGE TECHNOLOGY COVERAGE

Adding Value 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.
- Five-Minute Guides serve as handy reminders of the steps needed to accomplish a variety of fundamental communication tasks, from writing business email to planning reports and presentations.

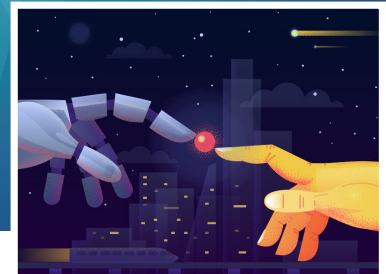


Ensuring Fresh, Up-to-the-Minute Content

- Nearly 90 new figures
- Nearly 150 new questions and student activities
- Revamped Communication Cases
- Ten new chapter-opening vignettes and end-of-chapter challenges

“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)



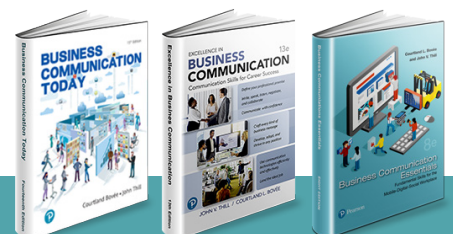
Keeping Students on the Leading Edge with Intelligent Communication Technology

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. New highlight boxes take a close look at innovations ranging from augmented writing tools to résumé bots.

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



Published by Pearson

BOVÉE AND THILL

First-Rate Quality | First-Class Authorship | First-Hand Experience