





<b>Subject</b>	<b>Bovee/Thill</b> Business Communication Today 15e	<b>Guffey/Loewy</b> Business Communication: Process and Product 9e	<b>Guffey/Loewy</b> Essentials of Business Communication 11e	<b>Cardon</b> Business Communication 4e	<b>Locker/Mackiewicz/Aune/Kienzler</b> Business and Administrative Communication 12e	<b>Newman</b> Business Communication 10e	<b>Lehman/Dufrene/Walker</b> BCOM 10e	<b>Rentz/Lentz</b> Business Communication 1e	<b>Shwom/Snyder</b> Business Communication 4e
Knowledge management systems	✓	✓	✓						
Meeting capture systems	✓	✓	✓	✓					
Mind mapping	✓	✓		✓		✓		✓	
Mobile business communication apps	✓	✓	✓	✓ (translation and celebration apps)	✓	✓			✓
Mobile device etiquette	✓	✓	✓	✓					
Mobile devices, designing business messages for	✓								
Mobile devices, integrating in presentations	✓								
Mobile devices, writing business messages for	✓								✓
Mobile job search tools	✓	✓	✓						
Mobile revolution in business communication	✓								
Natural language processing	✓								
Persuasive messages in social media	✓	✓	✓	✓	✓				✓
Podcasting advice	✓	✓	✓			✓			✓
Psychographics	✓				✓			✓	
Psychological safety in team settings	✓			✓					
Quick Response (QR) codes	✓		✓		✓				
Really Simple Syndication (RSS)	✓			✓		✓		✓	✓
Real-time translation	✓			✓					
Robotic process automation	✓								
Screencasts	✓			✓					
Social commerce	✓								
Social communication model	✓	✓							
Social customer service	✓				✓	✓	✓		✓
Social intranets	✓			✓					
Social listening/smart listening tools	✓				✓		✓		
Social media metrics	✓								
Social media résumés	✓					✓			✓

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Social media strategy for external communication	✓			✓					✓
STAR technique for job interviews	✓	✓	✓	✓					✓
Story of You, as career-planning tool	✓								
Storytelling	✓			✓	✓	✓			
Tagging	✓		✓	✓					
Taskbots	✓								
Text analytics/text mining	✓								
Tweetables	✓								
Unified communication	✓	✓							
User-generated content	✓					✓			
Video job interviews	✓	✓	✓	✓	✓	✓	✓		✓
Video production and post-production	✓						✓ (under video résumés)		
Video resumes	✓	✓	✓			✓	✓		✓
Virtual assistants	✓								
Virtual communities	✓								
Virtual reality	✓			✓					
Visual literacy	✓							✓	
Visual reports	✓	✓	✓	✓					✓
Voice of the Customer (VoC) programs	✓								
Webcasts	✓	✓	✓	✓			✓	✓	✓
Website accessibility	✓				✓		✓	✓	✓
Workforce analytics	✓								
Workplace messaging systems	✓		✓	✓	✓				
<b>SCORE</b>	<b>100</b>	<b>27</b>	<b>27</b>	<b>36</b>	<b>17</b>	<b>14</b>	<b>13</b>	<b>19</b>	<b>26</b>

Notes: This analysis is based on an index and/or etext search of the printed texts (and doesn't include online components); it also doesn't include basic topics common to most texts, including email, blogging, instant messaging, wikis, etc.

Updated 05/05/2020