Your students need to learn about these 100 contemporary subjects, and they'll find them all in **Business Communication Today**.

How does your current text compare?

Subject	Bovee/Thill Business Communication Today 15e	Guffey/Loewy Business Communication: Process and Product 10e	Guffey/Loewy Essentials of Business Communication 11e	Cardon Business Communication 4e	Locker/Mackiewicz/ Aune/Kienzler Business and Administrative Communication 12e	Newman Business Communication 10e	Lehman/Dufrene/ Walker BCOM 10e	Rentz/Lentz Business Communication 2e	Shwom/Snyder Business Communication 4e
Ability, as aspect of diversity	✓				✓			✓	
AI-enabled application evaluation systems/résumé bots	✓	✓							
Animation	✓	✓			✓			✓	✓
Applicant tracking systems	✓	✓	✓	✓		✓	✓	✓	✓
Artificial intelligence (AI) in business communication	✓	Brief mentions		✓	Brief mention			Impact on knowledge jobs	
Assistive technologies	✓								
Augmented reality	✓	Brief mentions							
Augmented writing tools	✓								
Automated writing tools	✓								
Backchannel, in presentations	✓	✓			✓	✓			✓
Behavioral targeting	✓								
Big Data/data analytics	✓	Brief mentions		✓			✓	✓	
Blind auditions	✓								
Brand socialization	✓								
Chatbots	✓	✓		✓					
Cloud computing	✓	✓	✓					✓	✓
Cognitive automation	✓								
Collaboration platforms	✓	✓	✓	✓			✓	✓	✓
Communities of interest/practice	✓			✓		✓			
Community building in social media	✓	✓		✓	✓				
Community Q&A sites	✓							✓	
Compositional modes for digital media	✓								
Content curation	✓								

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Content management systems	✓	✓							
Content marketing	✓							✓	✓
Dashboards (data displays)	✓			✓					✓
Data literacy	✓								
Data visualization	✓	✓	✓					✓	
Decision-making apps	✓								
Deep learning (AI)	✓								
Deep web/hidden internet	✓								✓
Deepfakes	✓	✓							
Digital footprint	✓	✓ (Under digital dirt)	✓ (Under digital dirt)						
Digital information fluency	✓								
Editors, working with	✓	✓	✓	✓	✓				
Emoticons, emojis	✓	Brief mention	✓	✓	✓		✓	✓	✓
Emotion recognition software	✓			✓					
Enterprise social networks	✓	✓	✓	✓					✓
Gamification in business communication	✓	✓	✓	✓					
Geographic information systems	✓								
Gig economy, impact on communication	✓	✓							
Hashtags	✓	✓		✓	✓			✓	✓
Infographic résumés	✓		✓			✓			
Information architecture	✓								
Information overload	✓	✓		✓					
Information technology paradox	✓								
Intellectual property rights	✓	✓	✓	✓				✓	✓
Internet of Things	✓	Brief mention							
Internet telephony (VoIP)	✓	✓	✓	✓					
Interview simulators	✓								
Knowledge management systems	✓	✓	✓						
Meeting capture systems	✓	✓	✓	✓					

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Mind mapping	✓	✓		✓		✓		✓ (Under concept mapping)	
Mobile: Pervasive use in business communication today	✓	✓							
Mobile: How mobile changes the nature of reading and writing	✓								
Mobile: Practical advice for writing messages for mobile	✓								✓
Mobile: Practical advice for designing messages for mobile	✓								
Mobile: Device etiquette	✓	✓	✓	✓				✓	
Mobile: Using mobile devices in presentations	✓	App for speech training						Brief mention	
Mobile: Job search tools	✓	✓	✓						
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 speech 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	✓					✓		Under LinkedIn	✓

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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	✓	Brief mention				✓			
Video job interviews	✓	✓	✓	✓	✓	✓	✓	✓	✓
Video production and post-production	✓						✓ (under video résumés)		
Video resumes	✓	✓	✓			✓	✓		✓
Virtual assistants	✓								
Virtual communities	✓	✓							
Virtual reality	✓	✓		✓					
Visual literacy	✓							✓	
Visual reports, slide deck reports	✓	✓	✓	✓					✓
Voice of the Customer (VoC) programs	✓								
Webcasts	✓	✓	✓	✓			✓	✓	✓
Website accessibility	✓				✓		✓	✓	✓
Workforce analytics	✓								
Workplace messaging systems	✓	✓	✓	✓	✓			Mentions Slack	
SCORE	**100**	48	26	35	16	13	12	26	25

Notes: This analysis is based on an index and/or etext search of the listed terms and likely synonyms, as well as a scan of selected chapter sections;
it doesn't include basic technology topics common to most texts (such as email, blogs, IM, and wikis) or topics mentioned only in student activities

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