



*Business Communication Today 8e (BCE)*  
*Excellence in Business Communication 13e (EBC)*  
*Business Communication Today 15e (BCT)*

## 1 Three Decades of Market-Leading Innovation

For more than 30 years, Bovée & Thill have consistently led the way with every major revolution in business communication, starting with the shift from print to digital, followed by the growth of social media, the rise of mobile communication, and now the emergence of artificial intelligence.

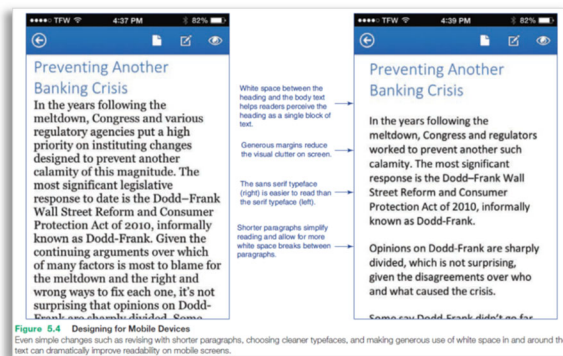
Much of this coverage has necessarily focused on technology, but Bovée & Thill take the wide view of how employer expectations and contemporary practices continue to evolve. This embraces developments ranging from ethics and etiquette to the shift toward a more casual tone in workplace writing.

Here are just a few examples of how Bovée & Thill prepare your students for the expectations of the contemporary workplace. (Note that these are selected pages only; you'll find many more in the index of each book.)

### Mobile Communication Skills

The mobile revolution in business communication  
**BCE 12–14, 72, 74–75; EBC 16–17, 136–140; BCT 17–19, 110–111**  
*Business Communicators Innovating with Mobile*  
**BCE 74–75; EBC 138–139; BCT 112–113**

Writing and designing messages for mobile devices  
**BCE 103–105, 124–125; EBC 177–178, 204–205; BCT 149–151, 174–176**



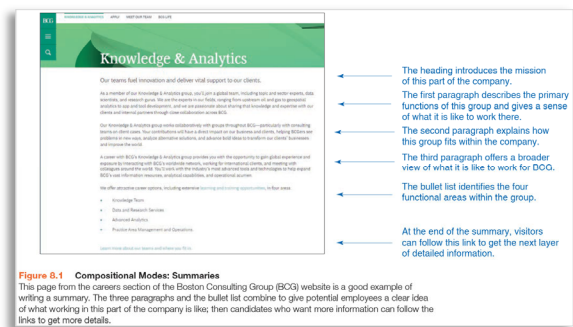
**Figure 5.4** Designing for Mobile Devices  
 Even simple changes such as revising with shorter paragraphs, choosing cleaner typefaces, and making generous use of white space in and around the text can dramatically improve readability on mobile screens.

### Emerging Communication Technologies

*Powerful Tools for Communicating Effectively*  
**BCE 24–27**  
*Empowering Communicators with Intelligent Communication Technology*  
**EBC 20–23; BCT 20–23**  
*Future of Communication* highlights  
**BCE 28, 53, 104, 157, 181, 210, 267**  
*Intelligent Communication Technology* highlights  
**EBC 18, 77, 117, 147, 171, 234, 368, 529; BCT 19, 45, 91, 120, 143, 200, 222, 249, 385, 530, 559, 564**

### Digital and Social Media Skills

*Business Communicators Innovating with Social Media*  
**BCE 144–145; EBC 226–227; BCT 218–219**  
 Social networking skills  
**BCE 137–143; EBC 223–228, 236–241; BCT 216–230**  
 Blogging and microblogging (Twitter) skills  
**BCE 150–155; EBC 236–241; BCT 230–236**  
 Business messaging (including IM, text messaging, workgroup messaging)  
**BCE 148–150; EBC 233–236; BCT 200–203**  
 Compositional modes for digital and social media  
**BCE 136–137; EBC 220–221; BCT 191–193**



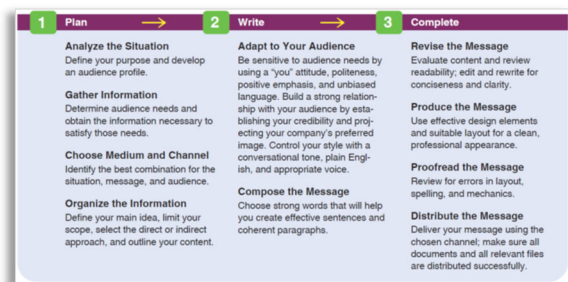
**Figure 8.1** Compositional Modes: Summaries  
 This page from the careers section of the Boston Consulting Group (BCG) website is a good example of writing a summary. The three paragraphs and the bullet list combine to give potential employees a clear idea of what working in this part of the company is like; then candidates who want more information can follow the links to get more details.

### Employer Expectations in the Contemporary Workplace

Storytelling as a business communication strategy  
**BCE 63–64, 79–81; EBC 126–127, 145–148; BCT 99–100, 118–121**  
 Business etiquette using mobile devices  
**BCE 52; EBC 89; BCT 64**  
 Emoticons and emojis in professional communication  
**BCE 157; EBC 221–223; BCT 194–195**

## 2 Time-Tested Approach with Practical Skills Focus

Success on the job depends on the ability to write effectively and efficiently. Bovée & Thill texts offer clear guidance with a proven three-step writing process that reduces uncertainty, frustration, and rework. The process is uniformly applied throughout the book and reinforced with multiple document types, from brief digital messages to reports, résumés, and presentations.  
**BCE 64, 170, 233, 368; EBC 128, 260, 295, 335; BCT 100, 284, 286, 318**



These core writing skills are expanded with practical advice on communication topics that today's employers view as critical, including collaboration, ethics and etiquette, diversity and inclusion, and the productive use of technology.

To address the wide diversity of student needs regarding grammar and language skills, the three books in the Bovée & Thill series offer a range of learning activities and reinforcement.

**BCE** Improve Your Grammar, Mechanics, and Usage 33, 58, 85, 131

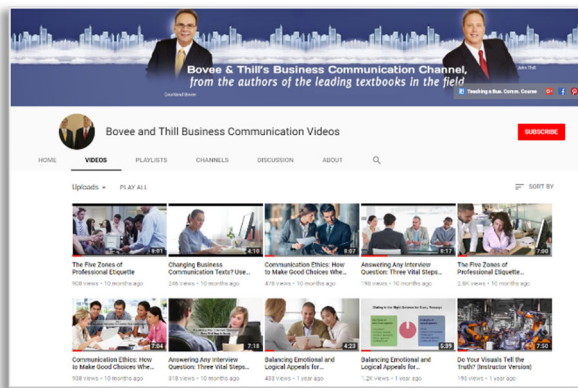
**EBC** Improve Your Grammar, Mechanics, and Usage 34, 62, 94, 122

**BCT** language exercises, such as 153–155, 180–182

### 3 An Unmatched Array of Instructional Support Resources

Bovée & Thill textbooks are backed by an unmatched selection of resources for instructors and students, many of which were pioneered by the authors and remain unique in the field. All these resources are free to instructors and students, and many are available exclusively to Bovée & Thill adopters:

- Exclusive instructor communities on LinkedIn and Facebook
- *Bovée & Thill's Business Communication Blog*
- Videos and presentations on SlideShare
- Hundreds of media items on Pinterest
- Curated business communication magazines on Scoop.it
- The Ultimate Guide to Resources for Teaching Business Communication
- The Bovée & Thill channel on YouTube



Visit [blog.businesscommunicationnetwork.com/resources](http://blog.businesscommunicationnetwork.com/resources) to explore all the resources available to you.

#### Pearson MyLab Business Communication

The optional Pearson MyLab system is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and will help your students learn and retain key course concepts while developing skills that future employers are seeking in their candidates.

## Which Bovée & Thill Text Is Right for You?

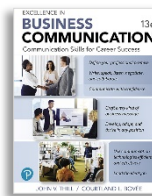


#### *Business Communication Today, 15e*

Best choice for courses that go beyond the traditional core of business writing and public speaking

##### Key features:

- 19 chapters
- Unparalleled coverage of contemporary media skills, including business video
- Separate chapters devoted to conventional digital media and social media
- Entire chapter devoted to visual communication
- Chapter devoted to communication research
- Breakthrough coverage of *intelligent communication technology*, highlighting the growing influence of artificial intelligence in business communication
- New Build Your Career activity encourages students to develop their job-search packages throughout the course
- New Five-Minute Guides summarize the essential tasks for completing a variety of communication tasks

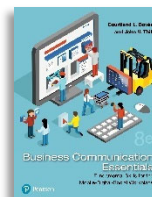


#### *Excellence in Business Communication, 13e*

Best choice for courses that balance written and oral communication

##### Key features:

- 16 chapters
- New, expanded coverage of interpersonal communication, with two chapters devoted to listening, nonverbal communication, conversation, conflict resolution, negotiation, collaboration, meetings, and etiquette
- Breakthrough coverage of *intelligent communication technology*, highlighting the growing influence of artificial intelligence in business communication
- New Build Your Career activity encourages students to develop their job-search packages throughout the course
- New Five-Minute Guides summarize the essential tasks for completing a variety of communication tasks



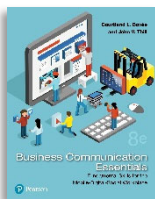
#### *Business Communication Essentials, 8e*

Best choice for shorter courses and courses that emphasize writing fundamentals

##### Key features:

- Concise, 14-chapter organization
- Entry-level focus but also ideal for shorter school terms
- Most-comprehensive set of learning activities and reinforcement for language and grammar
- Integrated English skills workbook, with grammar, mechanics, and spelling assessments that students can grade themselves
- Redesigned Learning Objectives: Check Your Progress feature to simplify chapter review and test preparation

# Three Choices to Match the Diverse Needs of Today's Communication Courses



**Business Communication Essentials**  
14 chapters

Best choice for shorter courses and courses that emphasize writing fundamentals; features an integrated English skills workbook



**Excellence in Business Communication**  
16 chapters

Best choice for courses that balance written and oral communication; features new expanded coverage of interpersonal communication



**Business Communication Today**  
19 chapters

Best choice for full-spectrum courses that go beyond the traditional core of business writing and public speaking; expanded coverage of media skills

Real-life examples	Real company examples	•	•	•
	Real company vignettes		•	•
	Real company simulations		•	
Special features	Annotated model documents	•	•	•
	Highlight boxes		•	•
Topic coverage	Coverage of emerging technologies that are reshaping communication	The Future of Communication sections	Intelligent Communication Technology boxes	Intelligent Communication Technology boxes
	Full integration of mobile business communication practices	•	•	•
	Full integration of digital and social media skills, including model documents and student activities	•	•	•
	Combined digital and social media chapter	•	•	
	Separate chapters on digital media and social media			•
	Communicating with diverse, global audiences	•	•	•
	Communication ethics	•	•	•
	Business etiquette	•	•	•
	Dedicated chapter on research			•
	Dedicated chapter on visual media, including business video			•
	Dedicated chapter on presentation visuals			•
Learning and reinforcement features	Handbook of Grammar, Mechanics, and Usage	•	•	•
	Learning objectives reinforcement	Summary of Learning Objectives (in quick-read bullet format)	Learning Objectives Checkup (multiple-choice quiz)	Summary of Learning Objectives
	Grammar and language skills	Self-assessment, workplace applications, document critique	Improve Your Grammar, Mechanics, and Usage	Online grammar quizzes (MyLab)
	Test Your Knowledge questions	•	•	•
	Apply Your Knowledge questions	•	•	•
	Practice Your Skills projects	•	•	•
	Cases	•	•	•
	Team exercises	•	•	•