



# Business Communication Text Comparison

Bovée/Thill  
***Business Communication  
 Today 15e***

Guffey/Loewy  
***Business Communication:  
 Process & Product 9e***

## Contemporary media skills

### Media and channel choices

Comprehensive review of media and channel choices, with detailed advice for students regarding the pros and cons of each combination of medium and channel (pp. 107–111)

Emphasizes the importance of media/channel choices and offers a helpful guide to rich vs. lean media (Figure 4.5), but doesn't provide the same level of advice to help students decide which media/channel option is best for various communication scenarios

### Writing for mobile audiences

Extensive hands-on advice throughout, including writing and designing messages for mobile devices and integrating mobile devices in presentations; more than 40 mobile screenshots and model documents; review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices

Passing mention within a descriptive overview of virtual offices and two paragraphs about mobile devices as part of the technology photo feature in Chapter 1; according to the index, there is no other coverage of mobile communication

### Business applications of social networking

Comprehensive insights and advice for using social media, including an overview of the social communication model, the nine compositional modes for writing digital and social media content, and communication strategies for business social networking, supported by more than a dozen social media figures and a dozen social networking cases

Social media coverage emphasizes how companies use various social platforms but offers less hands-on writing advice for students, fewer examples, and fewer practice activities

### Blogging and microblogging (Twitter)

Comprehensive coverage of the business applications of blogging and microblogging, with multiple examples and practical advice for both formats (pp. 230–236); a variety of activities and cases that involve blog writing and tweeting give students practice with these important channels

Less coverage of strategies and tactics for both blogging and microblogging; fewer examples and fewer student activities

### Email

Offers detailed advice on crafting compelling email subject lines and up-to-date advice on using emoticons and emojis in digital media

Good coverage of email in general, although significantly less coverage of email subject lines and no advice for using emoticons and emojis

### Presentations

Comparison of linear (conventional slides) vs. nonlinear (Prezi style) presentations

Comparison of structured (template-based) vs. free-form (story-driven) slide designs

Advice on using a key visual to design slides

32 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content

Basic discussion of color, visuals, and text for slides; no discussion of the drawbacks of nonlinear (Prezi style) presentations, no comparison of structured vs. free-form slide design, no examples of using key visuals to design slides

Bovée/Thill  
***Business Communication  
Today 15e***

Guffey/Loewy  
***Business Communication:  
Process & Product 9e***

<b>Intelligent communication technology</b>	To prepare students for the artificial-intelligence (AI) systems they are likely to encounter during their job searches and in the workplace, a new four-page visual feature, "Empowering Communicators with Intelligent Communication Technology," shows more than a dozen communication uses of AI and eight new highlight boxes look at innovations ranging from augmented writing tools to résumé bots	Nothing comparable listed in index
<b>Authentic personal branding</b>	Students often hear they should develop a personal brand, but the process can seem confusing or artificial; the 15th Edition presents step-by-step advice for crafting and using an authentic personal brand statement	No mention in the index and no comparable coverage in the employment communication chapters
<b>Before/after model documents</b>	Nearly 100 annotated model documents with 19 annotated before/after pairs that demonstrate step-by-step how each ineffective model can be improved	8 pairs
<b>Storytelling/narrative technique</b>	Today's businesses recognize the power of storytelling; the 15th Edition teaches narrative technique as a way to organize documents, presentations, and even career planning	No coverage listed in the index
<b>Résumés</b>	Model résumés based on real-life job openings, showing students how to respond to important clues in job descriptions, how to incorporate key words, and how to adapt résumé content to different opportunities	Nothing comparable
<b>Five-Minute Guides</b>	Quick-read summaries serve as handy reminders of the steps needed to accomplish a variety of fundamental communication tasks, from resolving workplace conflict to writing business email to planning reports and presentations	Nothing comparable
<b>Instructor resources and support options</b>	<ul style="list-style-type: none"> <li>• Sponsored instructor communities on LinkedIn and Facebook with nearly two thousand members</li> <li>• Tips, techniques, and insights in <i>Bovée and Thill's Business Communication Blog</i> and Twitter feed</li> <li>• The Bovée &amp; Thill channel on YouTube</li> <li>• Videos and PowerPoint presentations on SlideShare</li> <li>• Hundreds of infographics, videos, articles, podcasts, and PowerPoints on the Business Communication Pictorial Gallery on Pinterest</li> <li>• The Ultimate Guide to Resources for Teaching Business Communication</li> <li>• Eleven curated magazines for business communication on Scoop.it</li> </ul> <p>Links to all these services and resources can be found at <a href="http://blog.businesscommunicationnetwork.com/resources">blog.businesscommunicationnetwork.com/resources</a>.</p>	Author blog site, BizComBuzz, with original material including discussion points, featured articles, business communication news items, case studies with critical thinking questions, and classroom exercises

## Quick Reference Guide to Leading-Edge Coverage in *Business Communication Today*, 15th Edition

### Coverage of Contemporary Business Media and Intelligent Communication Technology

(Many of these topics are integrated throughout the text. These page numbers are the primary coverage locations; please consult the subject index for more details.)

Topic	Page
AI-assisted recruiting and job interviews	559
Augmented writing apps	143
Backchannel in presentations	483
Benefits and challenges of communication technology	16
Blind auditions in job interviews	564
Blogging	230
Business messaging (IM, text messaging, workgroup messaging)	200
Collaboration technologies	43
Communication bots	21
Community Q&A websites	228
Compositional modes for digital media	191
Content curation	229
Data visualization	261
Digital channels for business communication	107
Email	195
Emojis in digital media	194
Infographics	264
Intelligent communication technology (overview)	19
Interview media	562
Linear versus nonlinear presentations	469
LinkedIn profiles	540
Microblogging (Twitter)	234
Mobile business communication (overview)	17
Mobile device etiquette	64
Mobile devices in presentations	504
Mobile media, challenges of using	110
Mobile media, writing messages for	149
Mobile media, designing messages for	174
Online etiquette	63
Online research	378
Persuasive messages for social media	358
Persuasive messages for mobile devices	359
Podcasting	205
Presentation slides	493
Real-time translation	91
Résumé bots	530
Social communication model	15
Social media content development	222
Social media for internal communication	216
Social media, managerial challenges	227
Social media strategy	220
Social networking in business (overview)	227
Social networking content strategies	228
Storytelling using AI	120
Text mining	385
User-generated content	230
Virtual meetings	51
Virtual teamwork	40
Web writing	202
Wikis	236

### Figures and Model Documents Highlighting the Use of Contemporary Business Media and Intelligent Communication Technology

(Not including email or presentation slides)

Title	Number	Page
Affective computing	(photo)	3
The Social Communication Model	1.7	15
Mobile Communication Tools	1.8	18
Empowering Communicators with Intelligent Communication Technology (with 15 figures/photos)	Feature	20
Unethical Communication	1.9	26
Ethical Communication	1.10	27
Shared Online Workspaces	2.2	44
Social Intranets	2.3	44
Capturing Key Decisions and Discoveries from a Meeting	2.8	51
Virtual Meetings	2.9	52
Mobile Language Tools	3.3	85
Using Audience Analysis to Plan a Message	4.2	103
Media and Channel Choices	4.4	109
Business Communicators Innovating with Mobile (with 9 figures/photos)	Feature	112
Mind Mapping	4.5	115
Fostering a Positive Relationship with an Audience	5.1	131
Building Credibility	5.2	135
Choosing Powerful Words	5.3	140
Writing for Mobile Devices	5.5	150
Readability in Digital Communication	6.3	171
Designing Messages for Mobile Devices	6.6	176
Compositional Modes: Summaries	7.1	192
Compositional Modes: Tutorials and FAQs	7.2	193
Business Communicators Innovating with Social Media (with 8 figures/photos)	Feature	218
Workgroup Messaging	7.4	201
Visual Elements in Social Media Posts	8.3	225
Business Text Messaging	7.5	202
Internal Social Networking	8.1	217
Developing Original Material for Social Media	8.4	229
Business Applications of Blogging	8.5	232
Business Applications of Microblogging	8.6	235
Podcasting Tools	7.8	206
Wikis for Business Communication	8.7	237
Announcing Good News	10.6	295
Bad News About Company Operations	11.6	323
Appealing to Audience Needs	12.1	345
Promotional Messages in Social Media	12.6	359
Online and Mobile Survey Tools	13.2	382
Dashboards	14.3	400
Organizing Website Content	7.6	203
Writing and Designing for the Web	7.7	204
Data Visualization	9.11	262
Infographics	9.13	264
Visual Displays on Mobile Devices	9.14	267
Shaping Your Message by Framing Your Shots	9.16	271
Frame Your Shots: Finding the Right Balance	9.17	271
Visual Reports Using Presentation Software	17.5	503
Using Mobile Devices in Presentations	17.6	504
Mobile Job Search Tools	18.2	522
Quick Tips for a Compelling LinkedIn Profile	18.7	541
Effective LinkedIn Profile	18.8	542
Interview Simulators	19.4	569