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

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Intelligent communication technology	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
Authentic personal branding	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
Before/after model documents	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
Storytelling/ narrative technique	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
Résumés	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
Five-Minute Guides	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
Instructor resources and support options	• Sponsored instructor communities on LinkedIn and Facebook with nearly two thousand members • Tips, techniques, and insights in *Bovée and Thill's Business Communication Blog* and Twitter feed • The Bovée & Thill channel on YouTube • Videos and PowerPoint presentations on SlideShare • Hundreds of infographics, videos, articles, podcasts, and PowerPoints on the Business Communication Pictorial Gallery on Pinterest • The Ultimate Guide to Resources for Teaching Business Communication • Eleven curated magazines for business communication on Scoop.it Links to all these services and resources can be found at blog.businesscommunicationnetwork.com/resources.	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.)

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

(Not including email or presentation slides)