



Business Communication Text Comparison

Bovée/Thill
Business Communication Today 15e

Locker/Mackiewicz/Aune/Kienzler
Business and Administrative Communication: 12e

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)

In-depth discussion of the evolving nature of business channels, but doesn't appear to offer students much advice for choosing media or channels for specific situations

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

Brief mention of using mobile phones for voice calls, but other than information on text messaging, doesn't appear to offer advice on writing or designing for mobile audiences

Compositional modes for digital and social media

Offers writing advice for crafting nine common types of text content found in digital and social media:

- Conversations
- Comments and critiques
- Orientations
- Summaries
- Reference materials
- Narratives
- Teasers
- Status updates and announcements
- Tutorials and FAQs

Nothing comparable

Business messaging (including IM, text messaging)

Workgroup messaging systems such as Slack are replacing email for millions of professionals; the 15th Edition offers in-depth advice for using this important channel

Brief coverage of business uses of text messaging, but doesn't appear to have in-depth advice for writing effective messages on various platforms; no index entries for workgroup message systems such as Slack

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

The index doesn't have any entries for blogging, although the chapter on using technology mentions blogs as a type of social media

Concise overview of how businesses use Twitter and some basic guidelines for effective tweeting

Podcasting

Solid overview of this growing business format, along with multiple activities and cases for students to develop writing and recording skills

No listings in the index

Collaborating on wikis

Practical advice for collaborating writing via wikis, including tips for editing the work of other writers

Wikis mentioned as collaboration technology but doesn't appear to cover wiki-specific writing or editing skills

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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	One anecdote about a speech-capable robot but no apparent coverage of the AI tools students will encounter
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	Explains the concept of personal branding in the context of social media, but doesn't appear to offer any advice to students regarding how to build a personal brand
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	Fewer than half as many annotated model documents and only five before/after pairs (although it offers numerous brief in-column before/after writing samples that demonstrate how to address specific issues)
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
LinkedIn profiles	Two pages of detailed advice for creating a compelling profile	Brief overview of LinkedIn but no advice for building a compelling LinkedIn profile
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	<ul style="list-style-type: none"> • Sponsored instructor communities on LinkedIn and Facebook with nearly two thousand members • Tips, techniques, and insights in <i>Bovée and Thill's Business Communication Blog</i> 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 <p>Links to all these services and resources can be found at blog.businesscommunicationnetwork.com/resources.</p>	Preface doesn't indicate any comparable resources

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)

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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
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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
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Appealing to Audience Needs	12.1	345
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Data Visualization	9.11	262
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Visual Displays on Mobile Devices	9.14	267
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Visual Reports Using Presentation Software	17.5	503
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Interview Simulators	19.4	569