



# Business Communication Text Comparison

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

Newman  
***Business Communication: In Person, In Print, Online 10e***

## 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 (pgs. 107–111)

Good overview of media/channel options and advice for engaging customers and employees online

### 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

Page 14 mentions that mobile technologies are available for communication, but according to the index, this is the only coverage of mobile communication

### 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

Good advice on text messaging and instant messaging; index doesn't suggest any coverage of workgroup messaging 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

Less coverage of blogging (pp. 117–118)

Good overview of how businesses use Twitter, but doesn't appear to offer specific advice on how to write effective business tweets

### Email

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

Concise and useful advice on writing email messages (Figures 10 and 11 on pp. 114–115), but no advice on using emoticons or emojis and comparatively less advice on writing compelling subject lines

### Podcasting

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

Podcasts mentioned as useful communication channel

## 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

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<b>Before/after model documents</b>	19 annotated before/after pairs that show students how to improve messages and documents. The annotations are keyed by letter to help students see the specific differences between ineffective and effective documents	1 pair (Figures 2 and 3 in Chapter 6)
<b>Professionalism</b>	Chapter 1 introduces a six-part model of professionalism, emphasizing the communication aspects of excellence, dependability, teamwork, respect, enthusiasm, and ethical decision making. "The Art of Professionalism" highlight boxes explore specific elements in more detail	Nothing directly comparable, although aspects of professionalism are discussed
<b>Storytelling/narrative technique</b>	<p>A growing number of business communicators recognize the power of storytelling, from simple tales in advertising to rich stories about organizational visions and values. BCT teaches narrative technique along with these special features:</p> <ul style="list-style-type: none"> <li>• Chapter 4's opening vignette about a creative consultancy that hired novelist Mohsin Hamid as chief storytelling officer</li> <li>• Writing the "story of you" as a way to visualize a career arc and prepare for the job search process</li> </ul>	No coverage, according to the index
<b>Résumés</b>	Model résumés based on real-life job openings, showing students how to respond to important clues in job descriptions and how to adapt their résumé content to different opportunities; an application message (Figure 19.3) coordinates with one of the résumés to show how to pair an application message with a résumé.	Nothing comparable
<b>Apply Your Skills Now highlight boxes</b>	Highlight boxes that help students apply their newly developing communication skills in other classes and in their personal lives	Nothing directly comparable
<b>Build Your Career cumulative activity</b>	A new activity in every chapter that helps students create their employment-communication packages one step at a time, so they're ready to apply for jobs by the end of the course	Nothing directly 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's blog ( <a href="http://www.amynewman.com">www.amynewman.com</a> ) offers original commentary on communication-related news items and company examples, sorted by chapter.

## 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

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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)

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