Business Communication Text Comparison

	Bovée/Thill *Business Communication* *Today* **15e**	Rentz/Lentz *Business Communication:* *A Problem-Solving Approach* **1e**
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)	Indicates that channel choice is important but doesn't appear to offer much advice on how to choose media/channels
	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	Covers text messaging, but the index doesn't indicate any advice on crafting effective written messages such as email for mobile readers
	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	Descriptive overview of various social media platforms, but limited advice for students on crafting social media content
	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	Basic 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	Brief list of benefits of business blogging, with only a sentence or two of practical advice for writing business blogs; one paragraph of advice on using Twitter
	Email Offers detailed advice on crafting compelling email subject lines and up-to-date advice on using emoticons and emojis in digital media	Good overview of email elements, emoticons, and levels of formality, but only cursory mention of the all-important email subject line
	Podcasting Solid overview of this growing business format, along with multiple activities and cases for students to develop writing and recording skills	Podcasts are not mentioned in the index, other than for citing podcasts as sources
	Presentations In-depth discussion of linear (e.g., PowerPoint) vs. nonlinear (e.g., Prezi) organizational models, advice on choosing structured vs. free-form slides, numerous attractive slide examples, tips on using digital media *backchannels*, and numerous attractive sample slides	Good coverage of presentation contexts and strategies; basic information on slide design, but no advice on choosing linear vs. nonlinear organization or structured vs. free-form design

	Bovée/Thill *Business Communication Today* 15e	Rentz/Lentz *Business Communication: A Problem-Solving Approach* 1e
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 job search chapter
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	36 annotated model documents (this includes the Annotated Example features as well as regular figures later in the book); one before/after pair (pgs. 582–583)
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
LinkedIn profiles	Three pages of detailed advice and examples for creating a compelling profile	One highlight box
Employment interviews	Devotes 16 pages to interviewing, with in-depth coverage of the interview process and practical advice for succeeding with phone, video, and AI-enabled interviews	Devotes 4 pages to interviewing from the candidate's perspective
Instructor and student 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.	The 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.)

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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)