



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

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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 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	<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>	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.)

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