Business Communication Text Comparison

	Bovée/Thill *Business Communication Today* 15e	Shwom/Snyder *Business Communication 4e*
Contemporary media skills	**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 Chapter sections on mobile include • Mobile Device Etiquette • The Unique Challenges of Communication on Mobile Devices • Writing Messages for Mobile Devices • Designing Messages for Mobile Devices • Integrating Mobile Devices in Presentations	Good highlight box on composing email messages for mobile devices; index lists a few other mentions of mobile communication; some examples of model messages
	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	Offers good tips for creating content for specific platforms such as Facebook and Instagram, but doesn't appear to offer anything comparable to the nine composition modes in *Business Communication Today*
	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, in addition to conventional text and instant messaging	Offers a concise overview of text messaging/instant messaging and mentions Slack
	Email As part of in-depth coverage of writing effective email messages, offers detailed advice on crafting compelling email subject lines and up-to-date advice on using emoticons and emojis in digital media	Email-specific writing is covered in a brief section and a helpful annotated example; emoticons are mentioned in a discussion of cultural differences in perception, but the index doesn't suggest any advice that will help students decide whether and when to use them
	Web and wiki writing Skills-based advice for planning and writing website content and contributing to wikis	Brief coverage of advantages and disadvantages of the web as a medium, but index doesn't suggest any coverage of the steps needed to organize and compose effective web content; no specific advice about using wikis

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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	Index doesn't suggest any comparable coverage
Professional etiquette	Chapter 1 introduces etiquette as an essential element of professionalism, and Chapter 2 has a comprehensive etiquette section with specific advice for respectful behavior in the workplace, in social settings in which they are representing their firms, while online, while using the telephone, and while using mobile devices; etiquette is also covered as part of the writing process (Chapter 5), in writing negative messages (Chapter 11), and in writing persuasive messages (Chapter 12)	Index doesn't appear to have any listings for *etiquette* or for related terms such as *courtesy* and *manners*, but etiquette is discussed as a component of professionalism and is included in several student activities
Storytelling/ narrative technique	A growing number of business communicators recognize the power of storytelling, from simple tales in advertising to rich stories about organizational visions and values. *Business Communication Today* teaches narrative technique along with these special features: • Chapter 4's opening vignette about a creative consultancy that hired novelist Mohsin Hamid as chief storytelling officer • Writing the "story of you" as a way to visualize a career arc and prepare for the job search process	Describes the power of storytelling with a strong example in the chapter on persuasive messages but doesn't appear to offer students any advice on how to organize business messages using narrative techniques.
Apply Your Skills Now highlight boxes	Highlight boxes that help students apply their newly developing communication skills in other classes and in their personal lives	Nothing directly comparable
Build Your Career cumulative activity	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
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.	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)