



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

Good highlight box on composing email messages for mobile devices; index lists a few other mentions of mobile communication; some examples of model messages

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

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	<p>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</p>	<p>Index doesn't suggest any comparable coverage</p>
Professional etiquette	<p>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)</p>	<p>Index doesn't appear to have any listings for <i>etiquette</i> or for related terms such as <i>courtesy</i> and <i>manners</i>, but etiquette is discussed as a component of professionalism and is included in several student activities</p>
Storytelling/narrative technique	<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. <i>Business Communication Today</i> teaches narrative technique along with these special features:</p> <ul style="list-style-type: none"> • 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 	<p>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.</p>
Apply Your Skills Now highlight boxes	<p>Highlight boxes that help students apply their newly developing communication skills in other classes and in their personal lives</p>	<p>Nothing directly comparable</p>
Build Your Career cumulative activity	<p>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</p>	<p>Nothing directly comparable</p>
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>	<p>The Preface doesn't indicate any comparable resources</p>

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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AI-assisted recruiting and job interviews	559
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Backchannel in presentations	483
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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
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Emojis in digital media	194
Infographics	264
Intelligent communication technology (overview)	19
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Linear versus nonlinear presentations	469
LinkedIn profiles	540
Microblogging (Twitter)	234
Mobile business communication (overview)	17
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Mobile devices in presentations	504
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Mobile media, writing messages for	149
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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
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Virtual teamwork	40
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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)

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Unethical Communication	1.9	26
Ethical Communication	1.10	27
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Capturing Key Decisions and Discoveries from a Meeting	2.8	51
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Mobile Language Tools	3.3	85
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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
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Compositional Modes: Tutorials and FAQs	7.2	193
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