

Your students need to learn about these 100 contemporary subjects, and they'll find them all in the index in *Business Communication Today*.

How does your current text compare?

Subject	Bovee/Thill Business Communication Today 15e	Guffey/Loewy Business Commun- ication: Process and Product 9e	Guffey/Loewy Essentials of Business Communication 11e	Cardon Business Communication 3e	Locker/Mackiewicz/ Aune/Kienzler Business and Administrative Communication 12e	Newman Business Communication 10e	Lehman/Dufrene/ Walker BCOM 10e	Rentz/Lentz Business Communication 1e	Shwom/Snyder Business Communication 4e
Ability, as aspect of diversity	✓				✓			✓	
AI-enabled application evaluation systems/résumé bots	√								
Animation	✓	✓			✓			✓	✓
Applicant tracking systems	✓	✓	✓			✓	✓	✓	✓
Artificial intelligence (AI) in business communication	✓				Brief mention in box on p 547				
Assistive technologies	✓								
Augmented reality	✓								
Augmented writing tools	✓								
Automated writing tools	✓								
Backchannel, in presentations	✓	✓			✓	✓			✓
Behavioral targeting	✓								
Big Data/data analytics	✓						✓	✓	
Blind auditions	✓								
Brand socialization	✓								
Chatbots	✓								
Cloud computing	✓	✓	✓					✓	✓
Cognitive automation	✓								
Collaboration platforms	✓	✓	✓	✓			✓	✓	✓
Communities of interest/practice	✓			✓			✓		
Community building in social media	✓			✓		✓			
Community Q&A sites	✓							✓	
Compositional modes for digital media	✓								

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Content curation	✓								
Content management systems	✓								
Content marketing	✓							✓	✓
Dashboards (data displays)	✓			✓					✓
Data literacy	✓								
Data visualization	✓	✓	✓						
Decision-making apps	✓								
Deep learning (AI)	✓								
Deep web/hidden internet	✓								✓
Deepfakes	✓								
Digital footprint	√	Addressed under "digital dirt"	Addressed under "digital dirt"						
Digital information fluency	✓								
Editors, working with	✓	✓	✓		✓				
Emoticons, emojis	✓		✓	✓	✓		✓	✓	✓
Emotion recognition software	✓								
Enterprise social networks	✓	✓	✓	✓					✓
Gamification in business communication	✓	✓	√						
Geographic information systems	✓								
Gig economy, impact on communication	✓								
Hashtags	✓				✓			✓	✓
Infographic resumes	✓		✓			✓			
Information architecture	✓								
Information overload	✓								
Information technology paradox	✓								
Intellectual property rights	✓	✓	✓					✓	✓
Internet of Things	✓								
Internet telephony (VoIP)	✓	✓	✓	✓					
Interview simulators	✓								

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Knowledge management systems	✓	✓	✓						
Meeting capture systems	✓	✓	✓						
Mind mapping	✓	✓		✓		✓		✓	
Mobile business communication apps	✓	✓	✓		✓	✓			✓
Mobile device etiquette	✓	✓	✓	✓					
Mobile devices, designing business messages for	✓								
Mobile devices, integrating in presentations	~								
Mobile devices, writing business messages for	~								~
Mobile job search tools	✓	✓	✓						
Mobile revolution in business communication	~								
Natural language processing	✓								
Persuasive messages in social media	✓	✓	✓	✓	✓				✓
Podcasts	✓	✓	✓			✓			✓
Psychographics	✓				✓			✓	
Psychological safety in team settings	✓								
Quick Response (QR) codes	✓		✓		✓				
Really Simple Syndication (RSS)	✓					✓		✓	✓
Real-time translation	✓								
Robotic process automation	✓								
Screencasts	✓			✓					
Social commerce	✓								
Social communication model	✓	√							
Social customer service	✓				✓	✓	✓		✓
Social intranets	✓			✓					
Social listening/smart listening tools	✓				✓		✓		
Social media metrics	✓								
Social media résumés	✓					✓			✓

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Social media strategy for external communication	√								✓
STAR technique for job interviews	✓	✓	✓	✓					✓
Story of You, as career-planning tool	✓								
Storytelling	✓			✓	✓	✓			
Tagging	✓		✓	✓					
Taskbots	✓								
Text analytics/text mining	✓								
Tweetables	✓								
Unified communication	✓	✓							
User-generated content	✓					✓			
Video job interviews	✓	✓	✓		✓	✓	✓		✓
Video production and post- production	✓						✓ (under video résumés)		
Video resumes	✓	✓	✓			✓	✓		✓
Virtual assistants	✓								
Virtual communities	✓								
Virtual reality	✓								
Visual literacy	✓							✓	
Visual reports	✓	✓	✓	✓					✓
Voice of the Customer (VoC) programs	√								
Webcasts	✓	✓	✓				✓	✓	✓
Website accessibility	✓				~		✓	✓	✓
Workforce analytics	✓								
Workplace messaging systems	✓		✓	✓	✓				
SCORE	100	27	27	17	17	14	13	19	26

Notes: This analysis is based on an index search of the printed texts (and doesn't include online components); it also doesn't include basic topics common to most texts, including email, blogging, instant messaging, wikis, etc.