

# Bovée & Thill



**Business Communication Today 8e (BCE)**

Special focus: Business English skills

**Excellence in Business Communication 13e (EBC)**

Special focus: Interpersonal communication

**Business Communication Today 15e (BCT)**

Special focus: Contemporary media skills

# Business Communication Series

## Topic Coverage Comparison

The three titles in the Bovée-Thill series cover the same overall range of topics but with varying degrees of detail and emphasis. While building on a shared foundation of written and oral communication skills, each title has a special focus.

This table indicates where the primary coverage of all major course topics can be found in each book and how the coverage compares.

Wherever the coverage is identical or very similar across titles, the cells are highlighted in green.

Note that the series is continuously updated and revised on a rotating cycle to reflect the latest professional practices. (Current publication dates are shown below.) Consequently, at any given time, one book may have newer coverage of a particular topic than the other two.

Topic	<i>Business Communication Essentials 8e</i> (2019)	<i>Excellence in Business Communication 13e</i> (2020)	<i>Business Communication Today 15e</i> (2021)
Introduction to business communication, including employer expectations, the communication process, and professionalism	Chapter 1 (Covers the same concepts but more concisely)	Chapter 1	Chapter 1
Communication ethics and legal issues	Chapter 1 (Covers ethics to roughly comparable depth, but not legal issues)	Chapter 1	Chapter 1
Communication etiquette	Chapter 1	Chapter 3	Chapter 2
Interpersonal communication, listening, nonverbal communication, teamwork, collaboration	Chapter 2	Chapters 2 and 3 (The Thirteenth Edition has greatly expanded coverage of interpersonal communication that adds conversational skills, conflict resolution, and negotiation)	Chapter 2
Intercultural communication	Chapter 1 (Covers the same concepts but more concisely)	Chapter 4	Chapter 3
Three-step writing process, overview	Chapter 3 (Covers the same concepts but more concisely)	Chapter 5	Chapter 4
Planning business messages (Three-step process, step 1)	Chapter 3	Chapter 5	Chapter 4
Writing business messages (Three-step process, step 2)	Chapter 4	Chapter 6	Chapter 5
Completing business messages (Three-step process, step 3)	Chapter 5	Chapter 7	Chapter 6
Compositional modes for digital and social media	Chapter 6	Chapter 8	Chapter 7
Mobile communication: Overview	Chapter 1	Chapter 1 (Streamlined coverage compared to BCE)	Chapter 1 (Streamlined coverage compared to BCE)

Topic	<i>Business Communication Essentials 8e</i> (2019)	<i>Excellence in Business Communication 13e</i> (2020)	<i>Business Communication Today 15e</i> (2021)
Mobile communication: Skills	Chapter 3 (Media planning) Chapter 4 (Writing) Chapter 5 (Designing)	Chapter 5 (Media planning) Chapter 6 (Writing) Chapter 7 (Designing)	Chapter 4 (Media planning) Chapter 5 (Writing) Chapter 6 (Designing)
Intelligent Communication Technology (the application of artificial intelligence to business communication)		Highlight boxes throughout	Highlight boxes throughout
Digital media for brief messages: email, business messaging (IM, texting, workgroup messaging), podcasting	Chapter 6	Chapter 8 (Offers updated/expanded coverage of email subject lines, emoji usage, and business messaging)	Chapter 7 (Offers updated/expanded coverage of email subject lines, emoji usage, and business messaging)
Social media: social networks, other social platforms, blogging, microblogging (Twitter)  (The three books address the same general set of topics, but <i>Business Communication Today</i> has the most in-depth coverage as well as the most recent coverage)	Chapter 6 (Offers concise coverage of social communication practices)	Chapter 8 (Offers new coverage of the four strategies for social communication platforms and other updates)	Chapter 8 (Devotes a full chapter to social communication practices; Offers new coverage of the four strategies for social communication platforms and other updates)
Web and wiki writing  (Coverage is similar, with slightly more depth in <i>Business Communication Today</i> )	Chapters 10 and 11 (Planning and writing website content)  Chapter 11 (Collaborating on wikis)	Chapters 12 and 13 (Planning and writing website content)  Chapter 13 (Collaborating on wikis)	Chapter 7 (Planning and writing website content)  Chapter 8 (Collaborating on wikis)
Visual media	Chapter 11 (Partial chapter on graphs, infographics, and other common tools)	Chapter 13 (Partial chapter on graphs, infographics, and other common tools)	Chapter 9 (Full chapter on all aspects of visual media, including a section on producing business video)
Routine messages, routine requests good-news messages, routine replies	Chapter 7	Chapter 9	Chapter 10
Negative (bad news) messages	Chapter 8	Chapter 10	Chapter 11
Persuasive messages	Chapter 9	Chapter 11	Chapter 12
Research	Chapter 10 (Partial chapter on research methods; 8 pages total)	Chapter 12 (Partial chapter on research methods; 11 pages total)	Chapter 13 (Full chapter on research techniques; 16 pages total)
Reports and proposals  (Because <i>Business Communication Today</i> devotes a full chapter to research and another to visuals, these topics do not appear in the report and proposal chapters)	Chapter 10 (Planning) Chapter 11 (Writing and completing)	Chapter 12 (Planning) Chapter 13 (Writing and competing)	Chapter 14 (Planning) Chapter 15 (Writing and completing)
Presentations	Chapter 12	Chapter 14	Chapter 16 (Planning) Chapter 17 (Presentation slides)
Authentic personal branding	Preface	Preface (Offers the most up-to-date and comprehensive advice)	Preface
Résumés	Chapter 13	Chapter 15	Chapter 18
Interviewing	Chapter 14	Chapter 16	Chapter 19

## High-Level Table of Contents Comparison

### ***Business Communication Essentials 8e***

1. Professional Communication in a Digital, Social, Mobile World
  2. Collaboration, Interpersonal Communication, and Business Etiquette
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3. Planning Business Messages
  4. Writing Business Messages
  5. Completing Business Messages
- 

6. Crafting Messages for Digital Channels
- 

7. Writing Routine and Positive Messages
  8. Writing Negative Messages
  9. Writing Persuasive Messages
- 

10. Understanding and Planning Reports and Proposals
  11. Writing and Completing Reports and Proposals
- 

12. Developing and Delivering Business Presentations
- 

13. Building Careers and Writing Résumés
  14. Applying and Interviewing for Employment
- 

- A. Format and Layout of Business Documents
  - B. Documentation of Report Sources
  - C. Correction Symbols
- Handbook of Grammar, Mechanics, and Usage

### ***Excellence in Business Communication 13e***

1. Professional Communication in a Digital, Social, Mobile World
  2. Interpersonal Communication Skills
  3. Collaboration and Business Etiquette
  4. Communication Challenges in a Diverse, Global Marketplace
- 

5. Planning Business Messages
  6. Writing Business Messages
  7. Completing Business Messages
- 

8. Crafting Messages for Digital Channels
- 

9. Writing Routine and Positive Messages
  10. Writing Negative Messages
  11. Writing Persuasive Messages
- 

12. Planning Reports and Proposals
  13. Writing and Completing Reports and Proposals
- 

14. Developing and Delivering Business Presentations
- 

15. Building Careers and Writing Résumés
  16. Applying and Interviewing for Employment
- 

- A. Format and Layout of Business Documents
  - B. Documentation of Report Sources
  - C. Correction Symbols
- Handbook of Grammar, Mechanics, and Usage

### ***Business Communication Today 15e***

1. Professional Communication in a Digital, Social, Mobile World
  2. Collaboration, Interpersonal Communication, and Business Etiquette
  3. Communication Challenges in a Diverse, Global Marketplace
- 

4. Planning Business Messages
  5. Writing Business Messages
  6. Completing Business Messages
- 

7. Digital Media
  8. Social Media
  9. Visual Media
- 

10. Writing Routine and Positive Messages
  11. Writing Negative Messages
  12. Writing Persuasive Messages
- 

13. Finding, Evaluating, and Processing Information
  14. Planning Reports and Proposals
  15. Writing and Completing Reports and Proposals
- 

16. Developing Presentations in a Social Media Environment
  17. Enhancing Presentations with Slides and Other Visuals
- 

18. Building Careers and Writing Résumés
  19. Applying and Interviewing for Employment
- 

- A. Format and Layout of Business Documents
  - B. Documentation of Report Sources
  - C. Correction Symbols
- Handbook of Grammar, Mechanics, and Usage

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