Business Communication Text Comparison

	Bovée/Thill **Business Communication Today 15e**	Cardon **Business Communication: Developing Leaders for a Networked World 4e**
Professionalism	Emphasizes the full scope of professionalism, as defined by six traits: to be the best, to be dependable, to be a team player, to be respectful, to be ethical, to be positive. Essential topics of credibility, ethics, and etiquette are integrated throughout the book. Note that credibility has been a fundamental element of the Bovée & Thill approach for decades, as part of the three-step writing process.	Chapter 1 offers comprehensive coverage of credibility, including the roles that trust, competence, caring, and character play. Index has only two entries for ethics, but the book covers the topic more extensively than this would suggest, particularly with the *FAIR* (Facts, Access, Impacts, Respect) test for evaluating the fairness of business communication efforts.
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.	Three Technology Tips highlight boxes featuring AI tools for analyzing writing tone, speaker rapport, and debate performance.
Mobile communication	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	Addresses positive habits for phone conversations and tips for successful text messaging, but the index doesn't indicate any other coverage of writing or designing messages for mobile users.
Business uses of storytelling	Presents storytelling as one of the fundamental ways to organize all types of messages, 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	Effective coverage of storytelling in the presentations chapter, but it appears to be limited to that application.
Presentations	Comparison of structured (template-based) vs. free-form (story-driven) slide designs Advice on using a key visual to design slides 32 example slides using real PowerPoint features, showing multiple ways to present textual and graphical content	No comparison of structured vs. free-form slide design No examples of using key visuals to design slides Good examples of before/after slide design, and the latest edition adds some visually oriented slides to balance the number of text-heavy slides.

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Microblogging (Twitter)	Microblogging is now a mainstream business medium, and writing restricted-length messages is great practice for students. Coverage includes dedicated section on microblogging (pp. 234–236) and numerous examples, questions, and cases.	Mentions Twitter and microblogging in a couple of places but doesn't appear to offer any specific skills guidance or practice opportunities for microblogging.
Compositional modes for digital and social media	"Compositional Modes for Digital and Social Media" (pp. 191–193) describes nine distinct modes of writing that students should be familiar with in order to succeed with new media	Index doesn't suggest anything comparable.
Emoticons and emojis in digital media	Emoticons and emojis are a potentially confusing issue in business today, with a wide range of opinions and expectations over the usage and acceptability of these graphical elements. "The Emoji Question—Overcoming the Limitations of Lean Media" (pp. 194–195) offers clear, comprehensive, and practical advice for navigating this evolving aspect of business communication.	Brief caution about using emoticons and emojis in the context of instant messaging.
Communication cases	In addition to review, analysis, and skills practice activities in every chapter, *Business Communication Today* offers 140 original-writing cases associated with the chapters on digital and social media, brief message types, reports, proposals, and employment communication. Half these cases now involve real companies.	Application Exercises provide approximately 80 writing projects that are roughly equivalent to the cases in *Business Communication Today* (meaning they require students to create a new message, document, or presentation, not just answer questions or revise an existing message).
Instructor Resources and Support Options	• Sponsored instructor communities on LinkedIn and Facebook with more than four 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 book's preface doesn't appear to mention anything comparable to these 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.)

Figures and Model Documents Highlighting the Use of Contemporary Business Media and Intelligent Communication Technology

(Not including email or presentation slides)